

PROJECT KOKORO

P&E Better Together

First Draft

go/p+e



Bird Dogs

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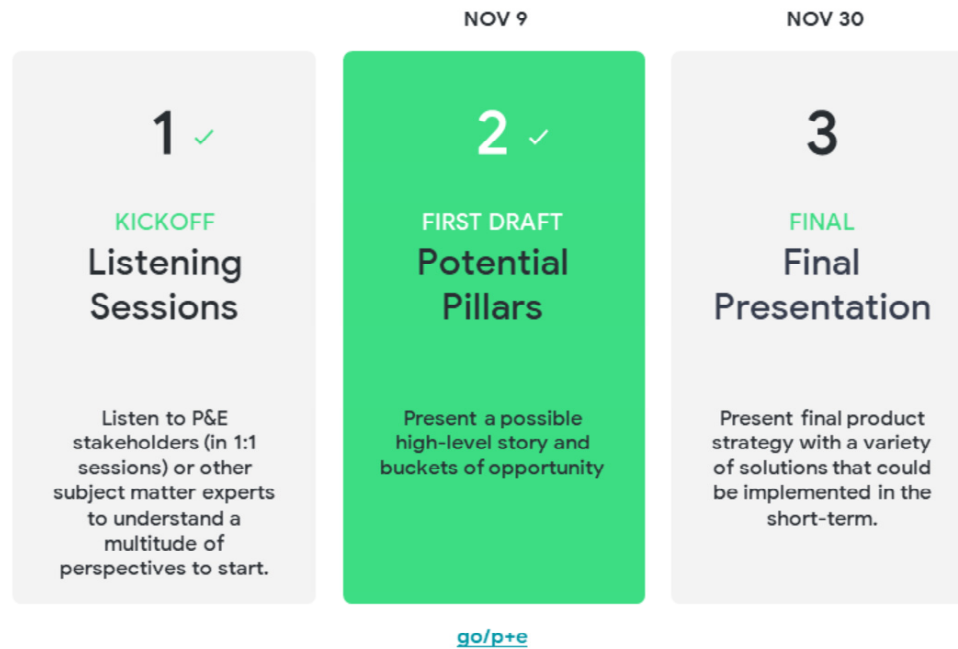
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Vince Wu

EXHIBIT 5932.R

Project Timeline



What is this deck?

This is an early take at a high level

**Possible story,
Product philosophy,
And user experience moments.**

It's an appetizer of a possible deck.

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It's missing a layer down...

**More ideas,
Many details,
And pixels.**

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We're trying to define the right path
before we go down the path:

The correct story?
Is this the correct strategy?
The correct basics to build upon?

So next time we can go deeper.

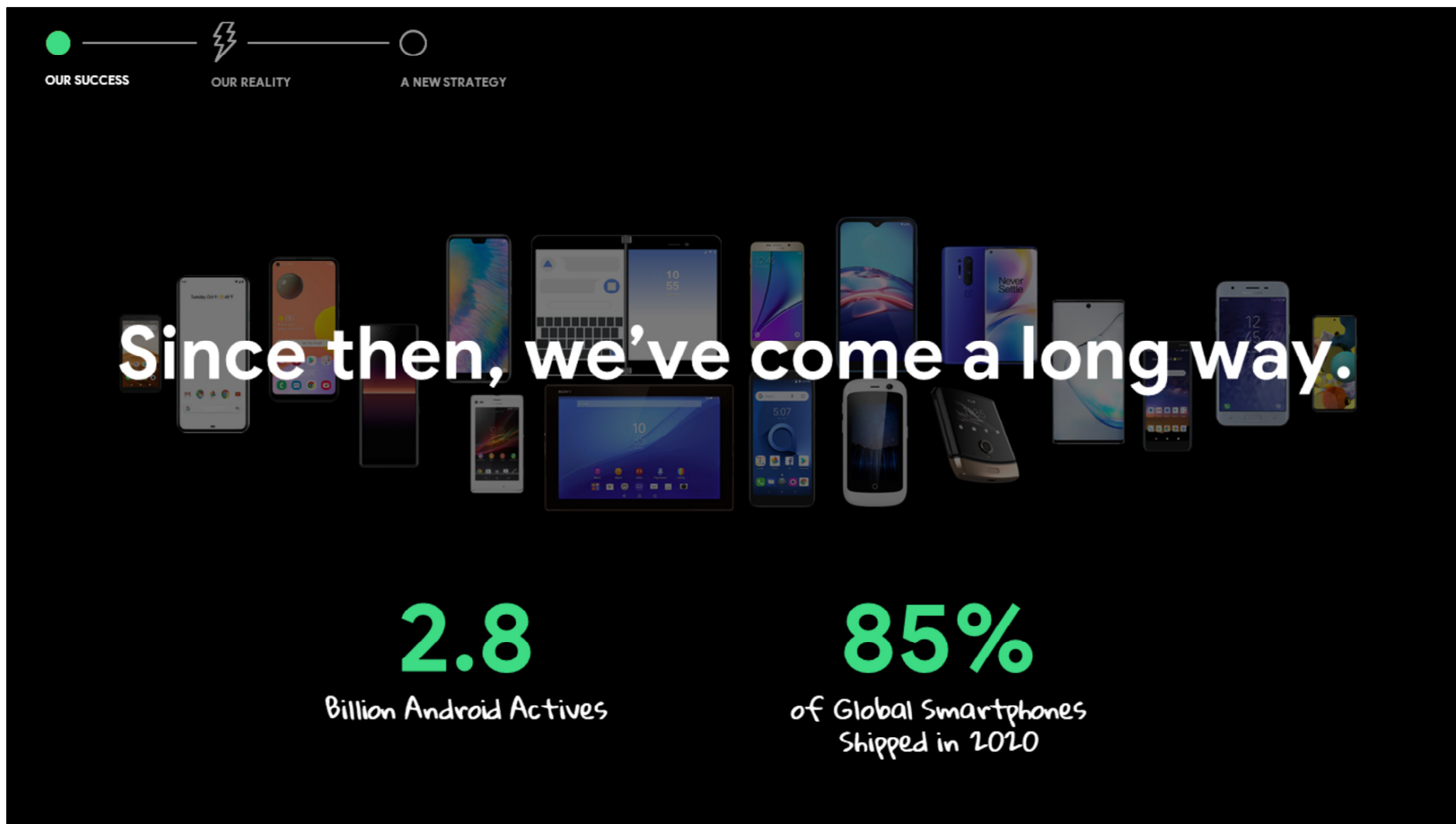
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Introduction

The Vision



- Voiceover:
- The HTC One launched in 2008, and Android was born!
- It was only available at T-mobile...
- And had 35 apps available through the Android market
- Sources:
- # of apps at launch - [CNN](#)



- Voiceover:
- Since then, Android has really grown up!
- Android is now in every country with 2.8B actives and 85% of smartphone units shipped
- Sources:
- Android actives - [go/play-central](https://www.google.com/press/play-central/)
- 2020 Android Share of Units shipped globally - [IDC](https://www.idc.com/)

OUR SUCCESS — OUR REALITY — A NEW STRATEGY

And enabled a lot of P&E and Google wins.

New Verticals running Android

New platforms informed by our approach to building Android

Billion User Products distributed through Android

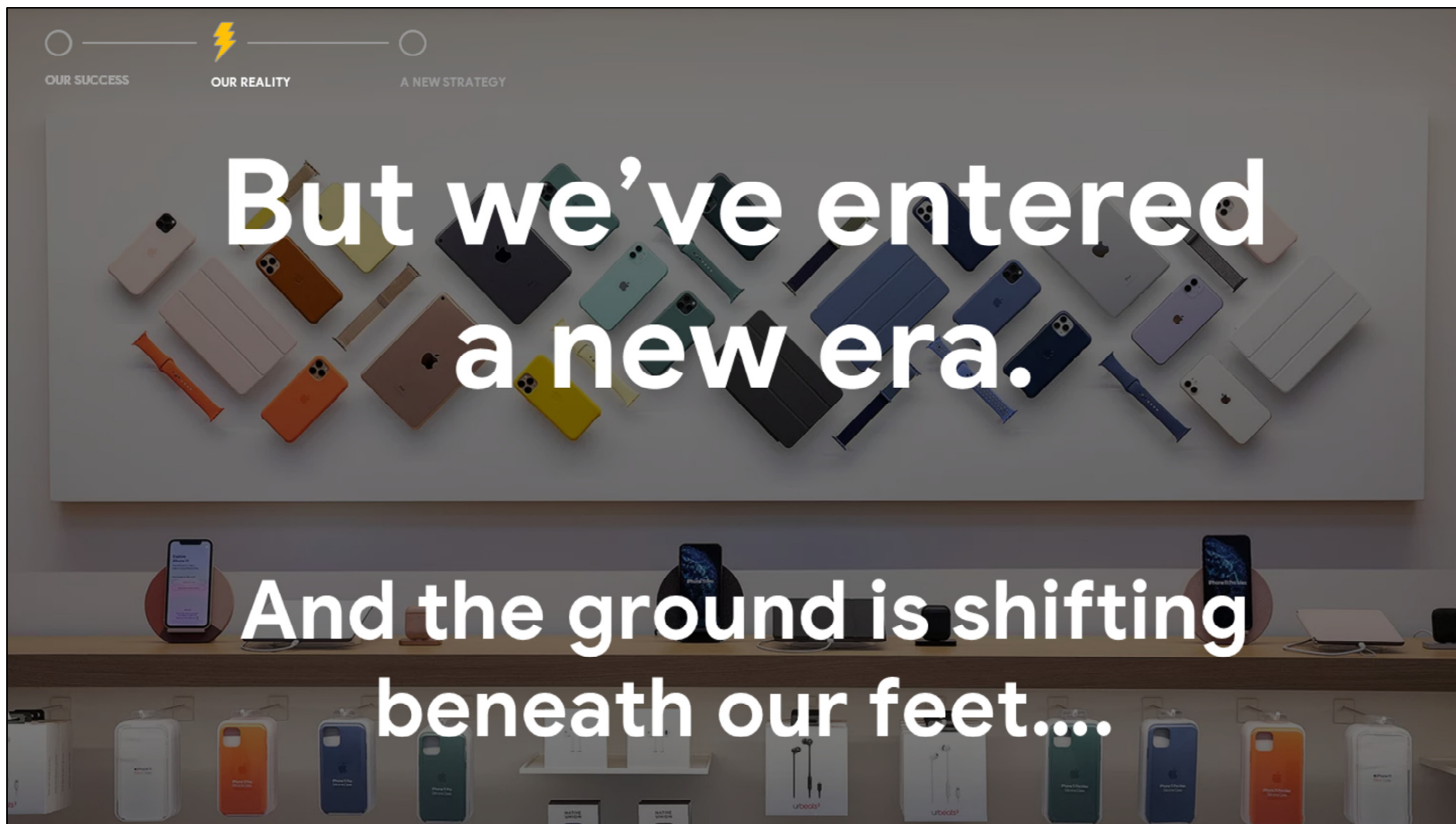
androidtv
android auto

Wear OS

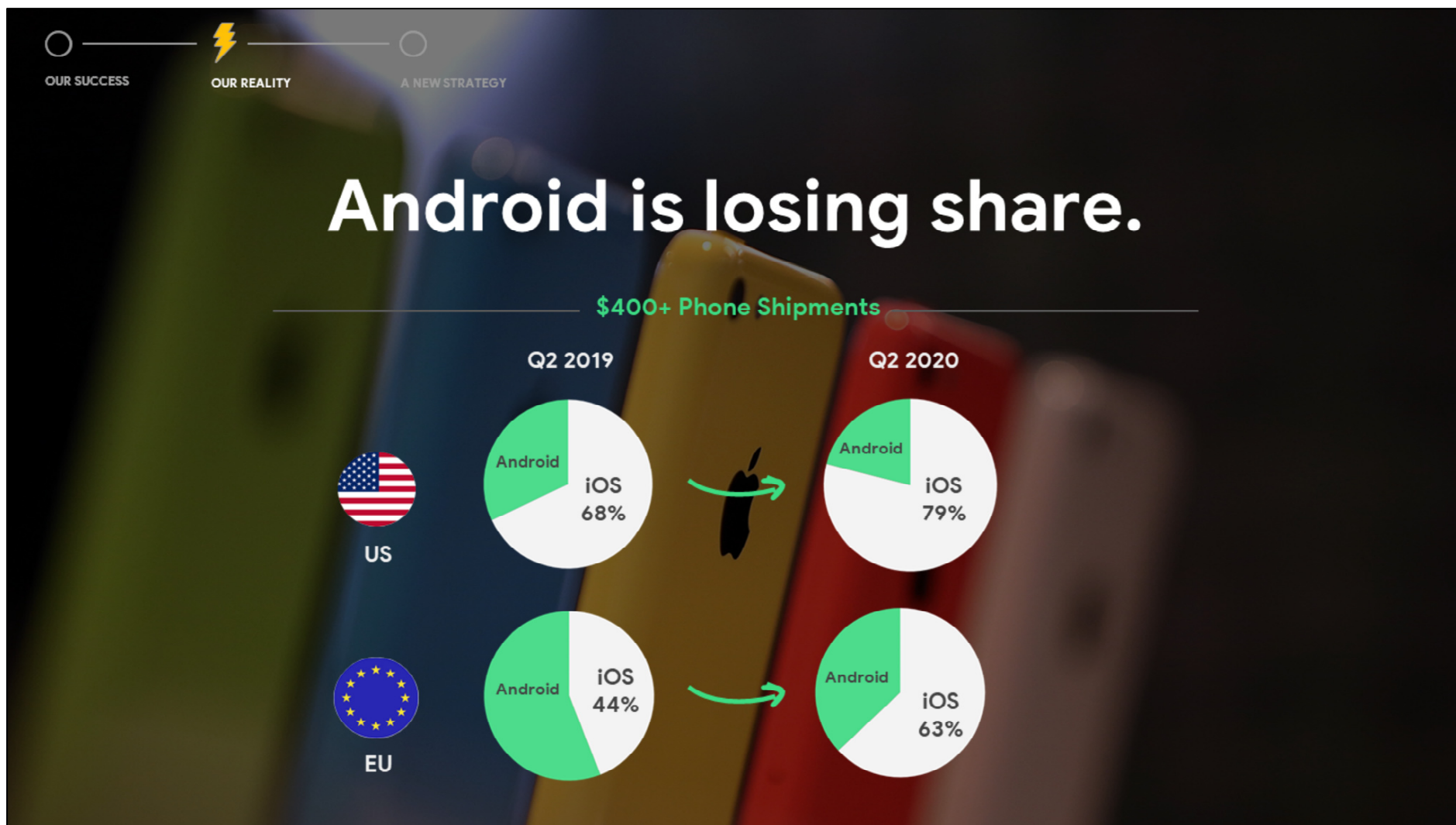
Chrome OS

Logos: Google G, Play Store, Photos, YouTube, Drive, Gmail, Chrome, Maps

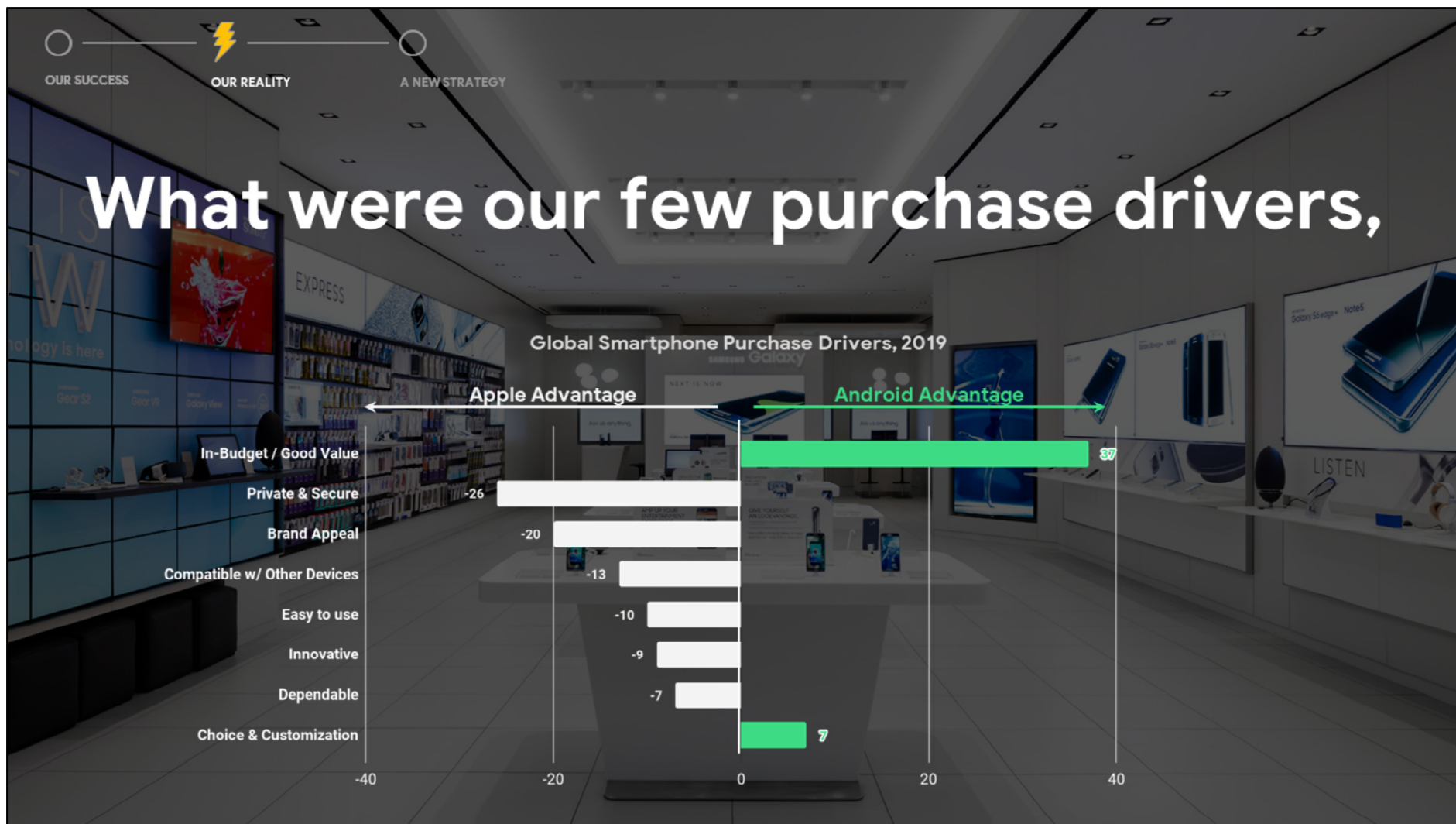
- Voiceover:
- Android helped build the Google we all know today
- We've extended the OS to tablets, TVs, and cars
- We've built new platforms and bootstrapped ecosystems around watches and laptops,
- And we've enabled at least 8 additional Billion+ user products!



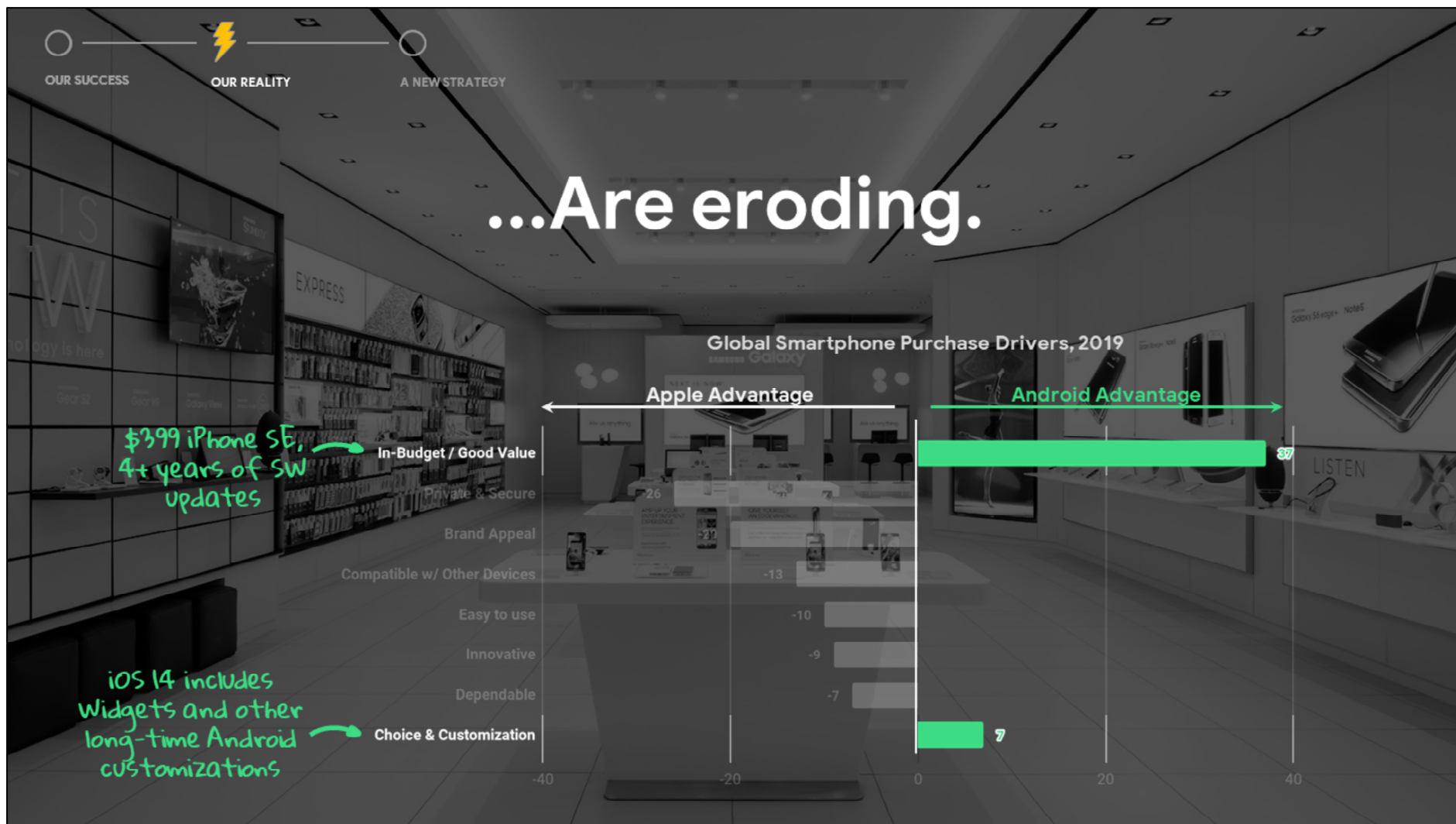
- Voiceover:
- But the times they are a changin



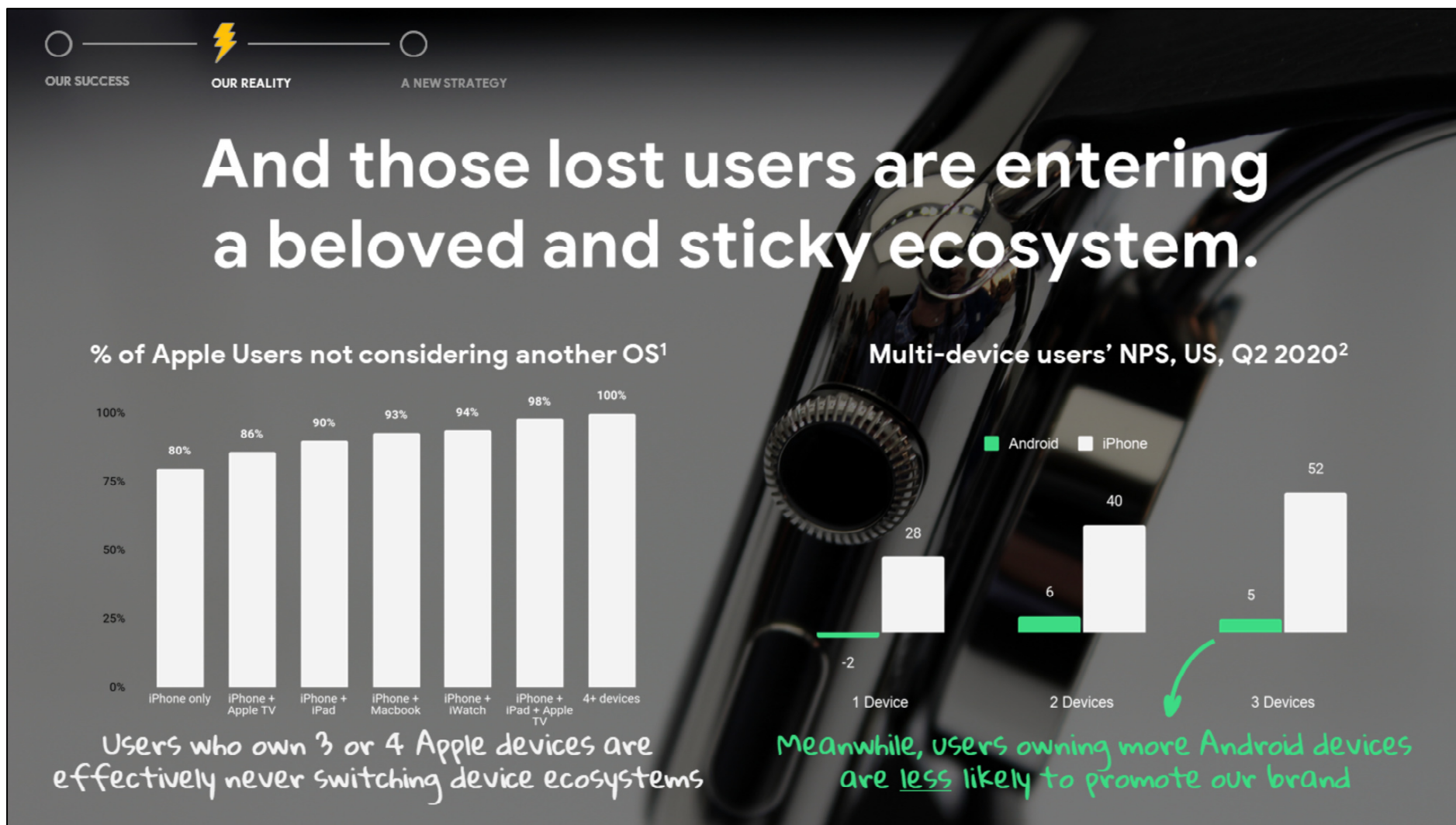
- Voiceover:
- Android is losing share to iPhone, particularly in the mass premium and premium segments with phones >\$400)
- Source: Android Staples, Q2 2020 via IDC



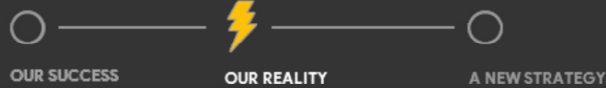
- Voiceover:
- Users historically flocked to Android because of the superior value we provided for the price as well as better choice and customization....
-while Apple won on Security, Brand, and x-device compatibility
- Source: Greenheart Brand Relevance Study & Android Brand Tracker 2019, Source deck
- *Consistent gap magnitude from '17-'19 (Marketing Analytics - Android Insights team)



- Voiceover:
- But now Apple is closing in on Android's few remaining strengths....
- With the release of the \$399 iPhone SE and iOS 14+ feature drops focused on greater customization
- Source: Greenheart Brand Relevance Study & Android Brand Tracker 2019, Source deck
- *Consistent gap magnitude from '17-'19 (Marketing Analytics - Android Insights team)



- Voiceover:
- We're losing users to Apple's beloved and sticky ecosystem, and the effects grow the more devices a user buys
- Over 95% of users who own 3 or more Apple device won't consider switching phone OSs
- While users owning multiple Android devices are actually less likely to promote the Android brand!
- Sources:
- Android Staples, 2019Q4 via Asymco, Cantar, Apple Public Reports - # of users not considering another OS for their next phone purchase
- Kantar, Q2 2020 - more Android devices owned means flat NPS



One where their products are increasingly enhancing one another.

Handoff media from iPhone to HomePod



Annotate Mac Images with iPhone



Auto Unlock with Apple Watch



Adding an Apple device unlocks incremental ecosystem value

Source: go/a4g-apple-audit, karagates@

- Voiceover:
- Apple's ecosystem stickiness comes from their products feeding off of and enhancing one another....



- Voiceover:
- Our partners are doing their best to meet users' increasing expectations for how their ecosystems of devices should work well together
- And we're seeing great innovation from the Samsungs, Xiaomis and Oppos of the world
- However going it alone is producing additional fragmentation within the broader Android ecosystem
- They are begging for direction, since we haven't painted a compelling cross-Google story



So where do we go next?

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- Voiceover:
- So where do we go next?



We have much to gain from becoming **Better Together.**

An ecosystem with benefits beyond those offered by standalone products

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- Voiceover:
- We believe “Better Together” has four main benefits to Google



Meet users rising expectations,

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- Voiceover:
- First, we need to meet users rising expectations, as Better Together becomes table stakes



Meet users rising expectations,
Slow share loss,

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- Voiceover:
- Second, we need to stem the bleeding from Android mobile



Meet users rising expectations,
Slow share loss,
Limit ecosystem fragmentation,

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- Voiceover:
- Third, let's limit ecosystem fragmentation as islands of Samsung, etc. devices emerge



Meet users rising expectations,
Slow share loss,
Limit ecosystem fragmentation,
Give our emerging platforms oxygen,

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- Voiceover:
- And finally, we need to be able to rely on Android for the health and growth of our other platforms

OUR SUCCESS — OUR REALITY — A NEW STRATEGY

chromeOS

androidtv

androidauto

And build **loyalty** to our rising ecosystem of products.

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- Voiceover:
- Let's build user loyalty not just for point devices, but for our ecosystem

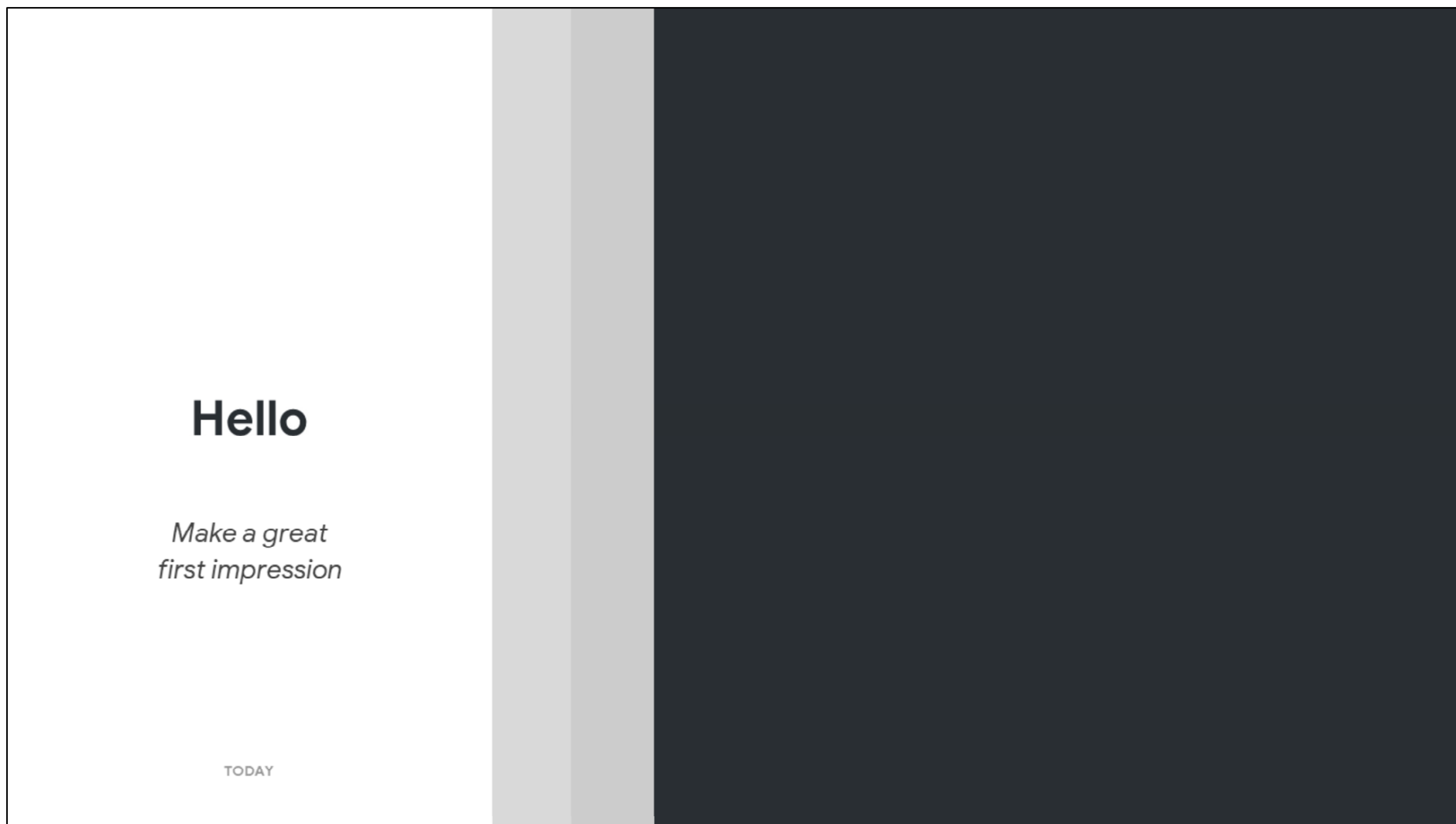


How might we turn this around?

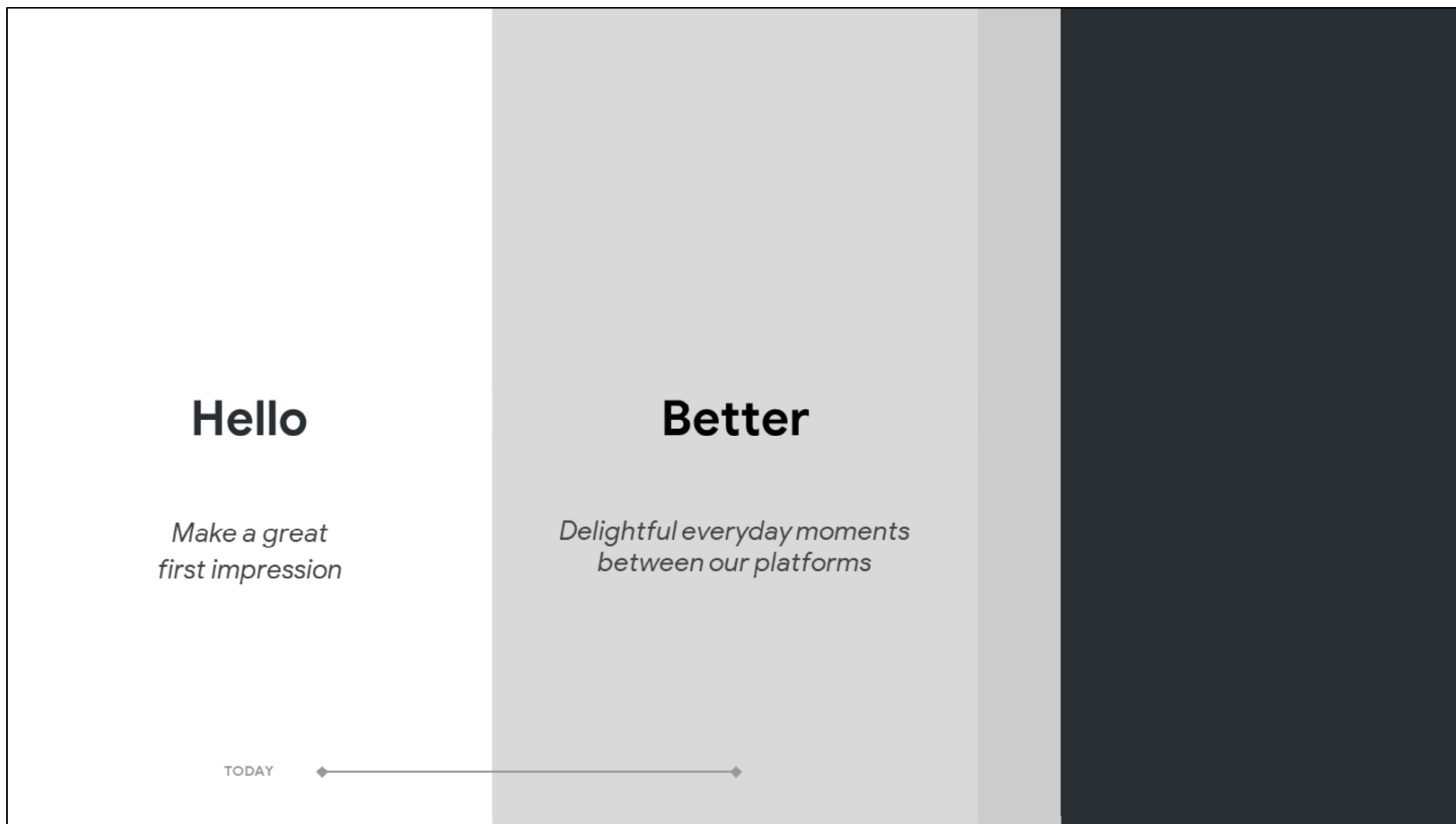
What are the building blocks to start now?

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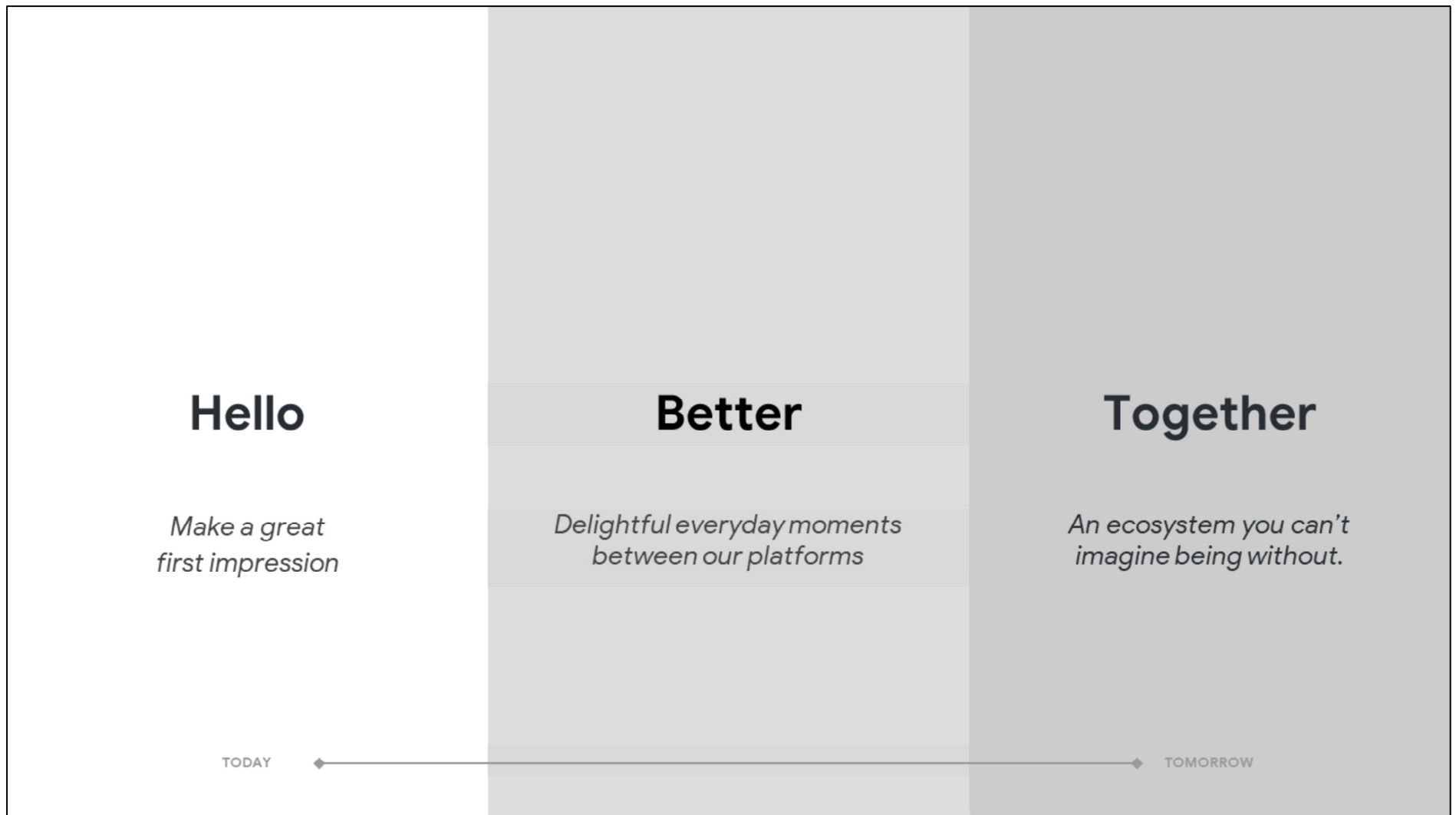
- Voiceover:
- So how might we achieve Better Together?



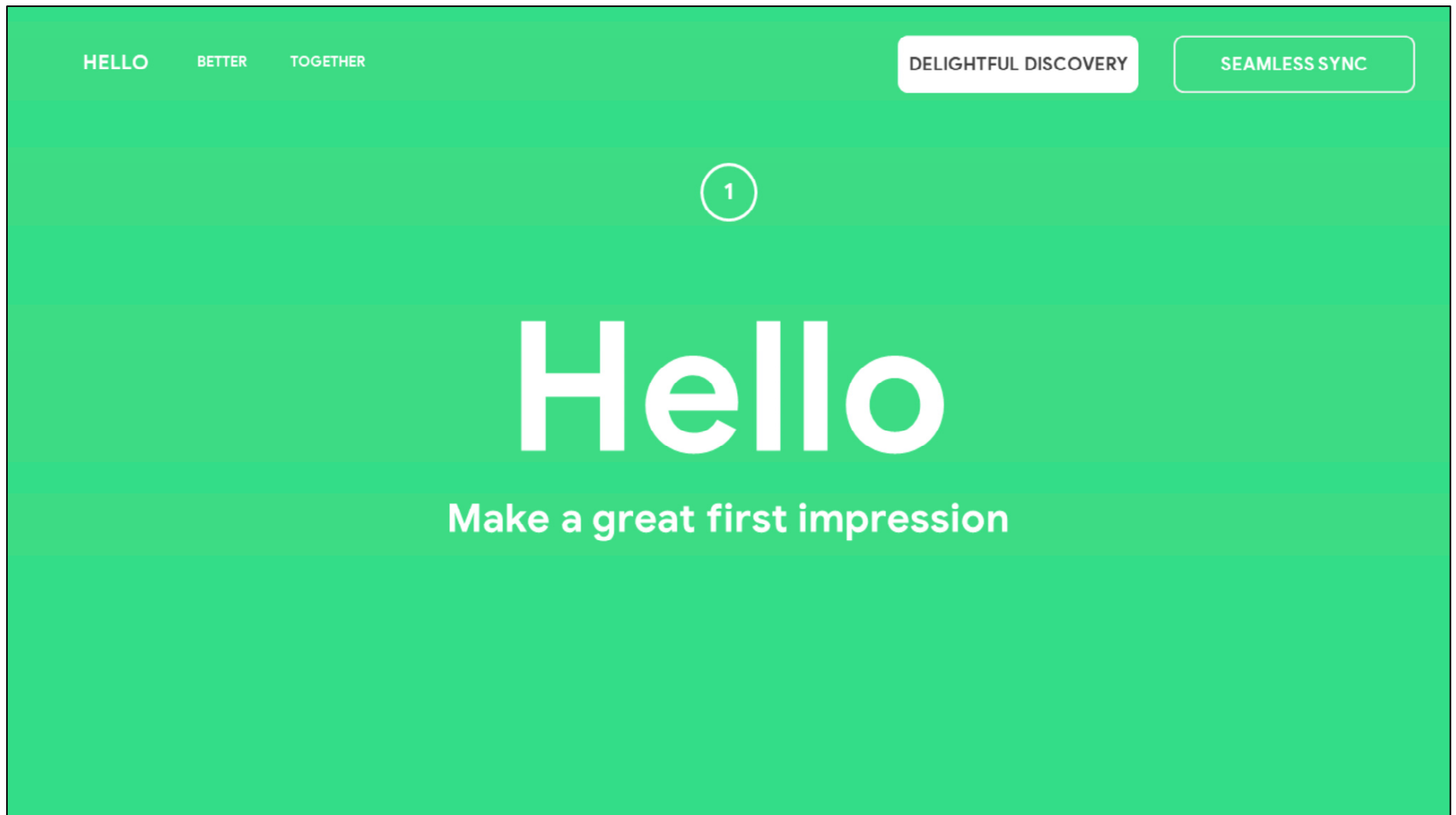
- Voiceover:
- Our x-functional team will walk you through three pillars to show you how....
- First, we need to make a great first impression



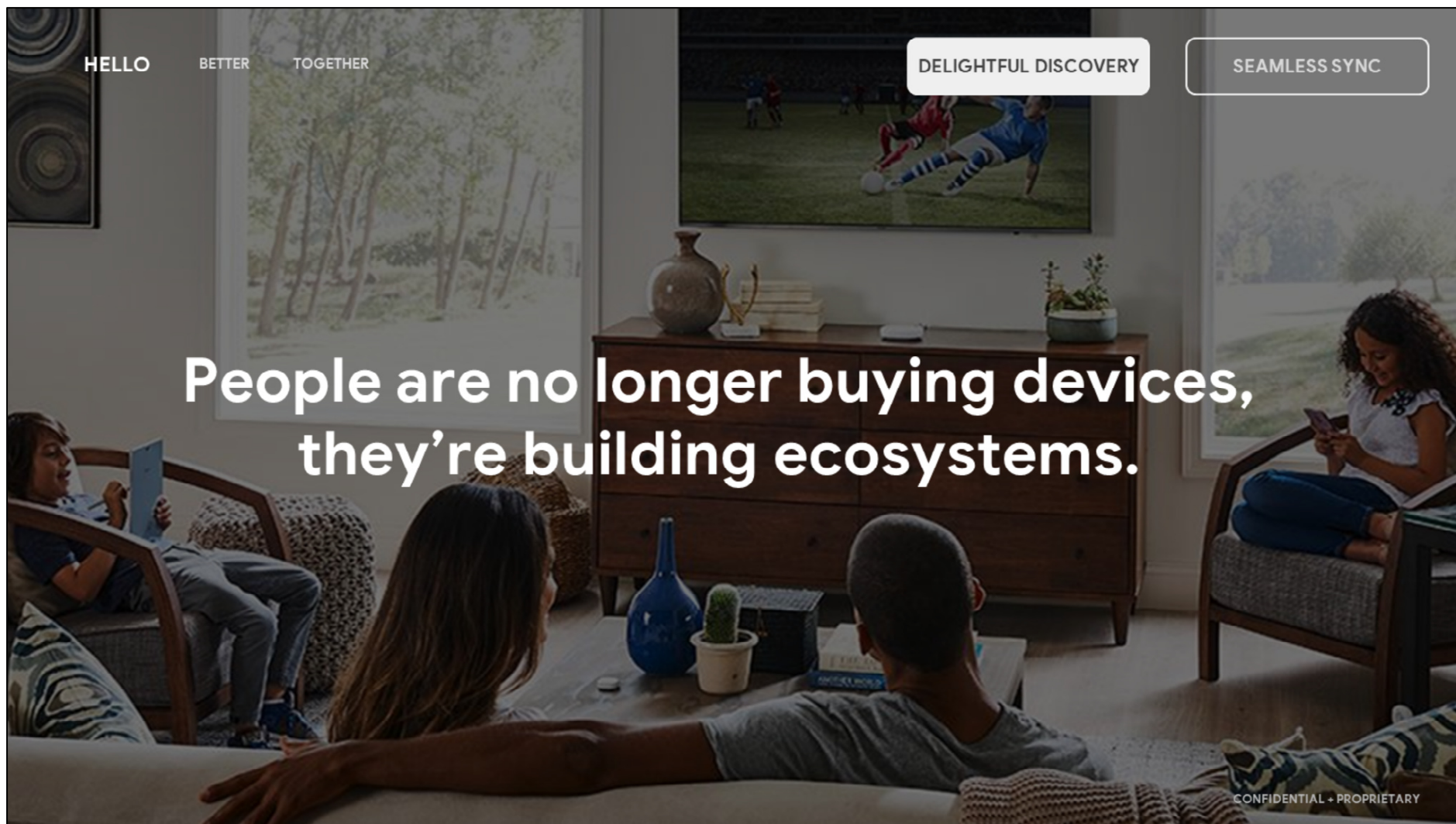
- Voiceover:
- Then, let's create cross-platform moments that delight our users



- Voiceover:
- And then deepening these cross-device connections to create an ecosystem our users can't imagine being without



- Thanks, Tim
- As Tim shared, myself, Shiba, and Marc will be discussing the first principle that foremost, we need to make a great first impression



- People no longer think of devices as singular, standalone units, but as part of something larger
- They are looking for technology that not only makes their lives easier, but also fits into their existing network of devices
- In fact, “how well it connects to devices in my tech setup” is the #1 driver for people considering a new device
- Source

HELLO

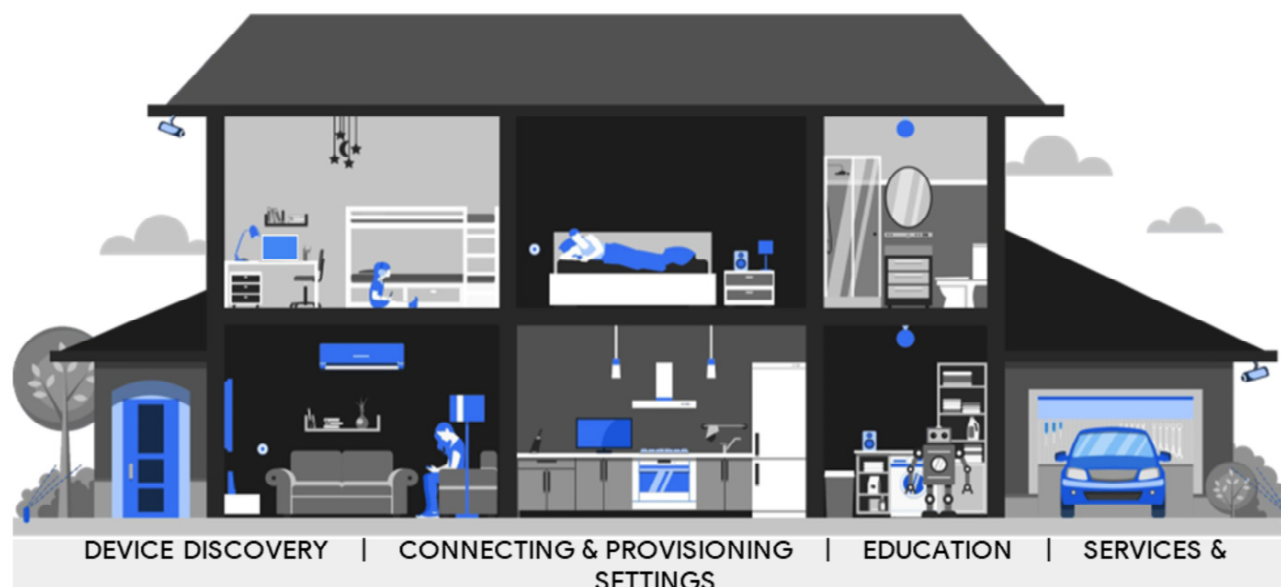
BETTER

TOGETHER

DELIGHTFUL DISCOVERY

SEAMLESS SYNC

Setup is foundational...



- When people invest their time, energy and money into a Google ecosystem device, we have limited opportunities to incite delightful discovery
 - Reasons a person might go on to appreciate their decision to join our ecosystem, to remain loyal to it, and even promote it to friends and family
- One such opportunity is setup, which is foundational to setting users up for long term success and satisfaction,
- Setup helps answer users questions around the four pillars shown at the bottom of this illustration, including...
 - Device discovery - "What's being set up?"
 - Connecting & provisioning - "Let's get it online"
 - Education - "Teach me how to use it"
 - Services & settings - "Personalize my device for me & my household"

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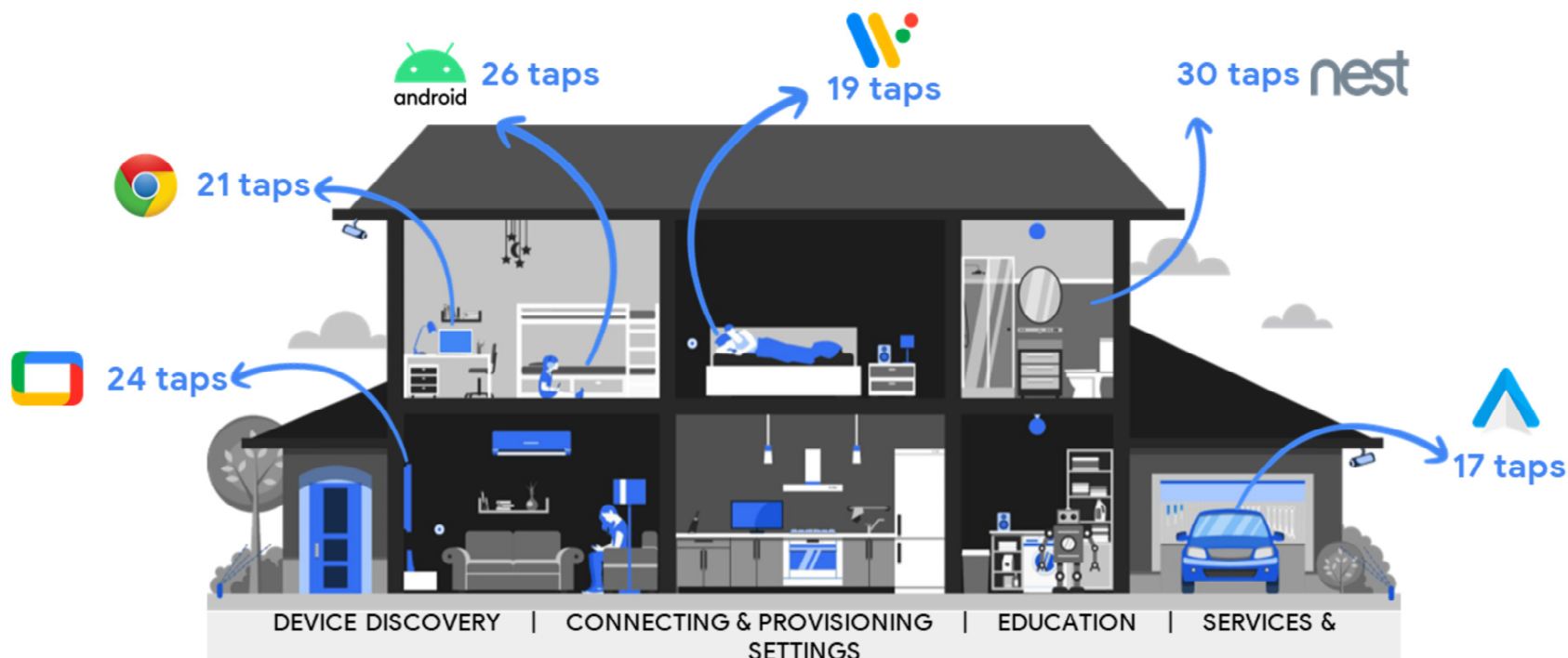
BETTER

TOGETHER

DELIGHTFUL DISCOVERY

SEAMLESS SYNC

Setup is foundational...yet increasingly difficult.



- Despite the fact that setup is foundational, it's increasingly difficult to onboard to a single device, let alone to adopt our broader ecosystem
- Using (minimal necessary) taps as an example proxy, as device functionality has grown, so too has the time and effort needed to get that device set up
- This is not intended to pick on any one product area, but rather call attention to the increasing friction users face when adopting Google-powered technology

HELLO

BETTER

TOGETHER

DELIGHTFUL DISCOVERY

SEAMLESS SYNC

As people scale their device ecosystem, that friction becomes impossible to ignore.



*There's no benefit to adding more devices.
If you have 2 or 20 devices, it's just as lengthy.*

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- The fact is, as people scale their device ecosystem, that friction becomes impossible to ignore
- Today, the more Google ecosystem devices a person purchases, the more frictionful setup becomes...
 - Again, using taps in the setup flow as an example proxy...
 - Buy an Android phone, a Chromebook, and connect the former to your car, and these flows are cumulative (26+21+17 = 64 taps)
- This is undeniably Google's Achilles' heel, and it's finally time we did something about it

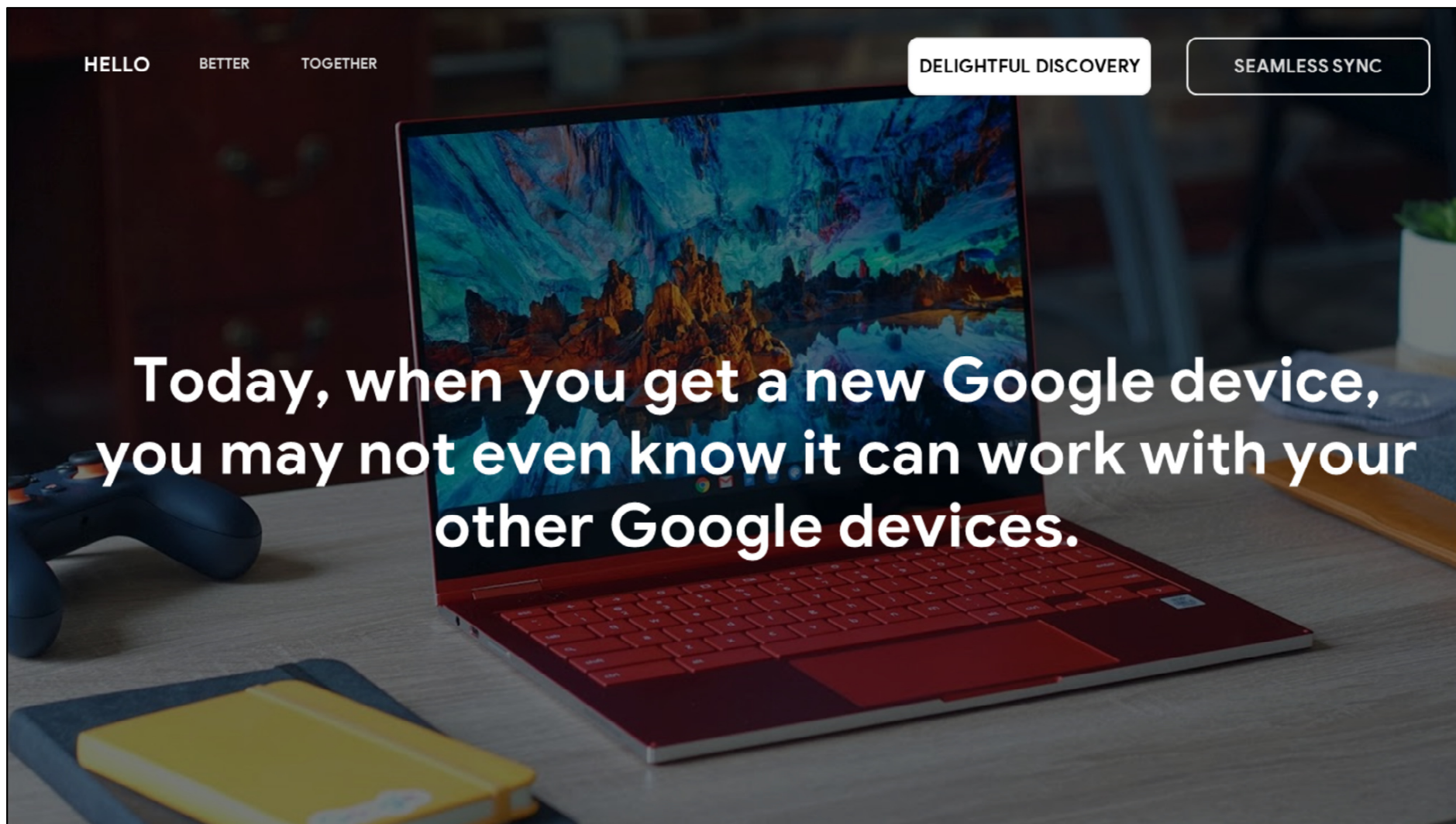
HELLO BETTER TOGETHER

How might we

**Make new device
setup our strength?**

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- So we ask... how might we make new device setup our strength?



- Today, when you get a new Google device (eg. An Android TV or a Chromebook),
- you may not even know it can work with your other Google devices...

HELLO

BETTER

TOGETHER

DELIGHTFUL DISCOVERY

SEAMLESS SYNC

What if we embraced that moment?

Brought some joy to adding another device from our ecosystem?

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- What if we embraced that moment, brought some joy to adding another device from our ecosystem

HELLO

BETTER

TOGETHER

DELIGHTFUL DISCOVERY

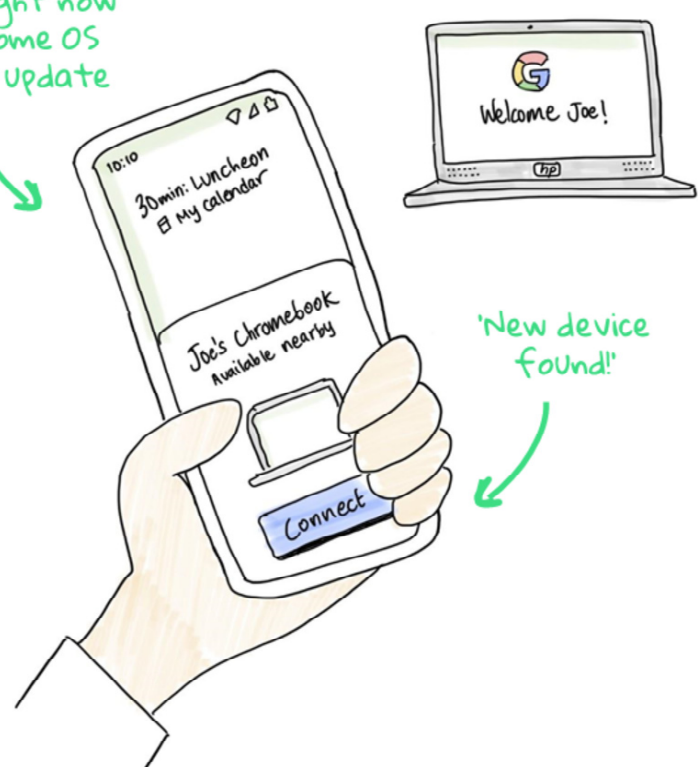
SEAMLESS SYNC


Imagine when you turn on a new Chromebook,

There's a **celebration** of your new device, and an easy way to set up.

Possible right now with Chrome OS Fast pair update

New device found!



 **Connectivity**

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- For someone who already has an Android device, imagine when you turn on a new Chromebook to setup....there is a celebration of your new device.
- Implicitly establishing a relationship between them and reducing the number of steps it takes to get started!

HELLO BETTER TOGETHER

DELIGHTFUL DISCOVERY SEAMLESS SYNC

A moment that could occur across our entire ecosystem of devices.

The more devices that get the Fast Pair update, the more we delight

Pixel Buds Connect

Pixel Watch Connect

Pixelbook Connect

BMW X1 Connect

Samsung TV Connect

Connectivity

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- The same moment that could occur across our entire ecosystem. So the next time you get a new device we build on the same experience...

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DELIGHTFUL DISCOVERYSEAMLESS SYNC

With a simple
confirmation to
make setup fast:

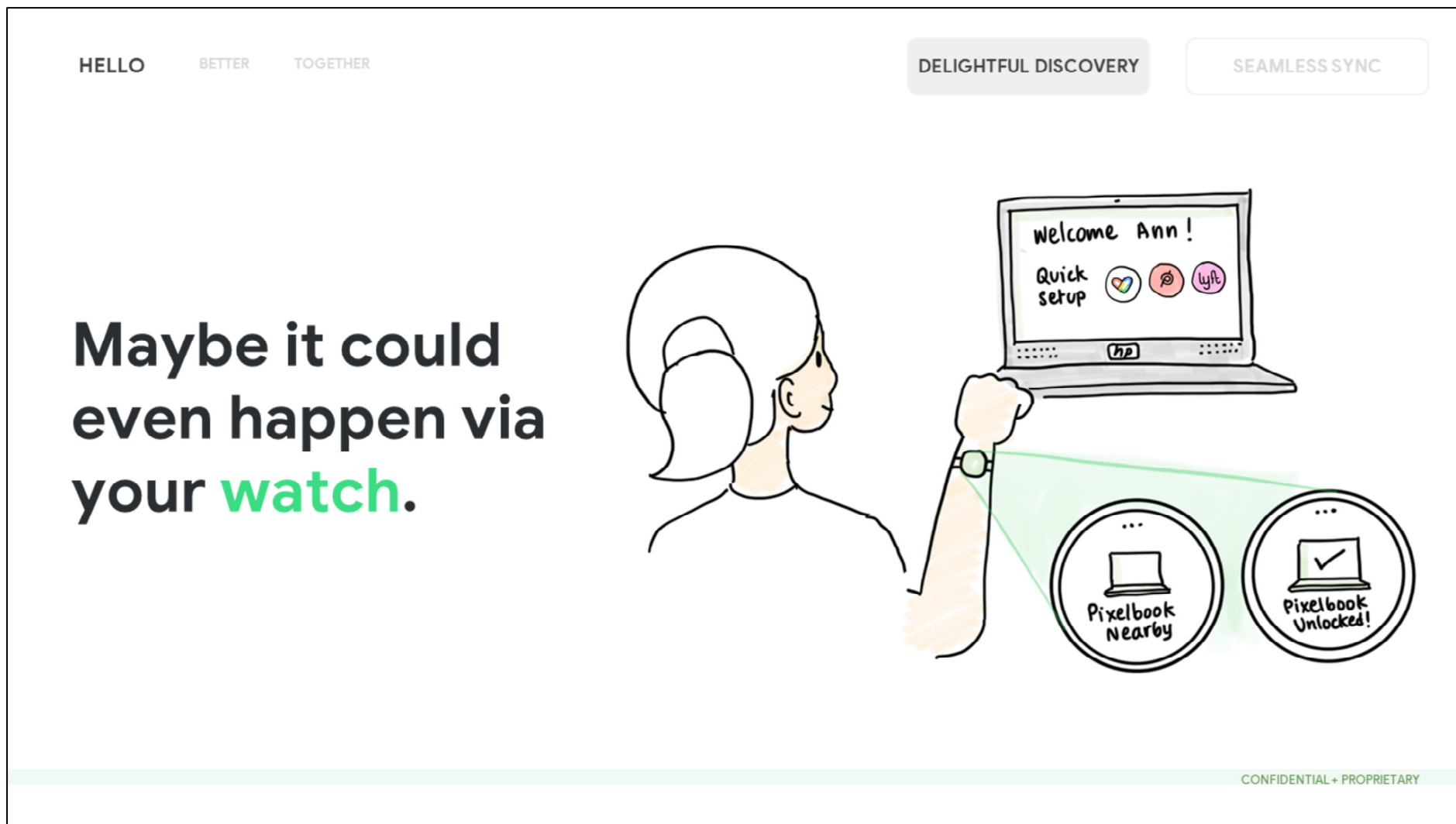
Syncing GAIA
across devices.

GAIA
Credentials
passed to device
for quick setup

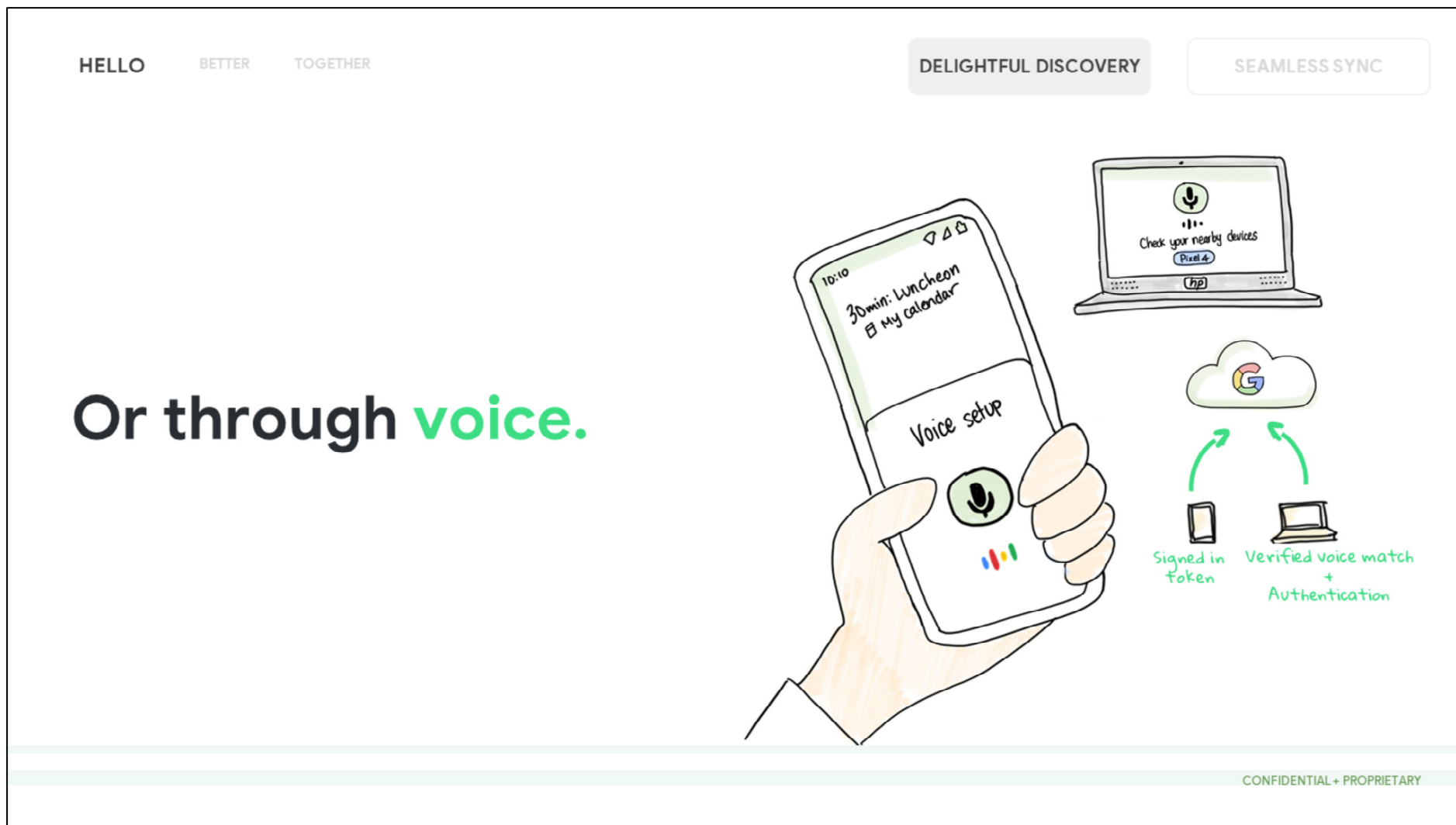
CrOS 2021 OOB

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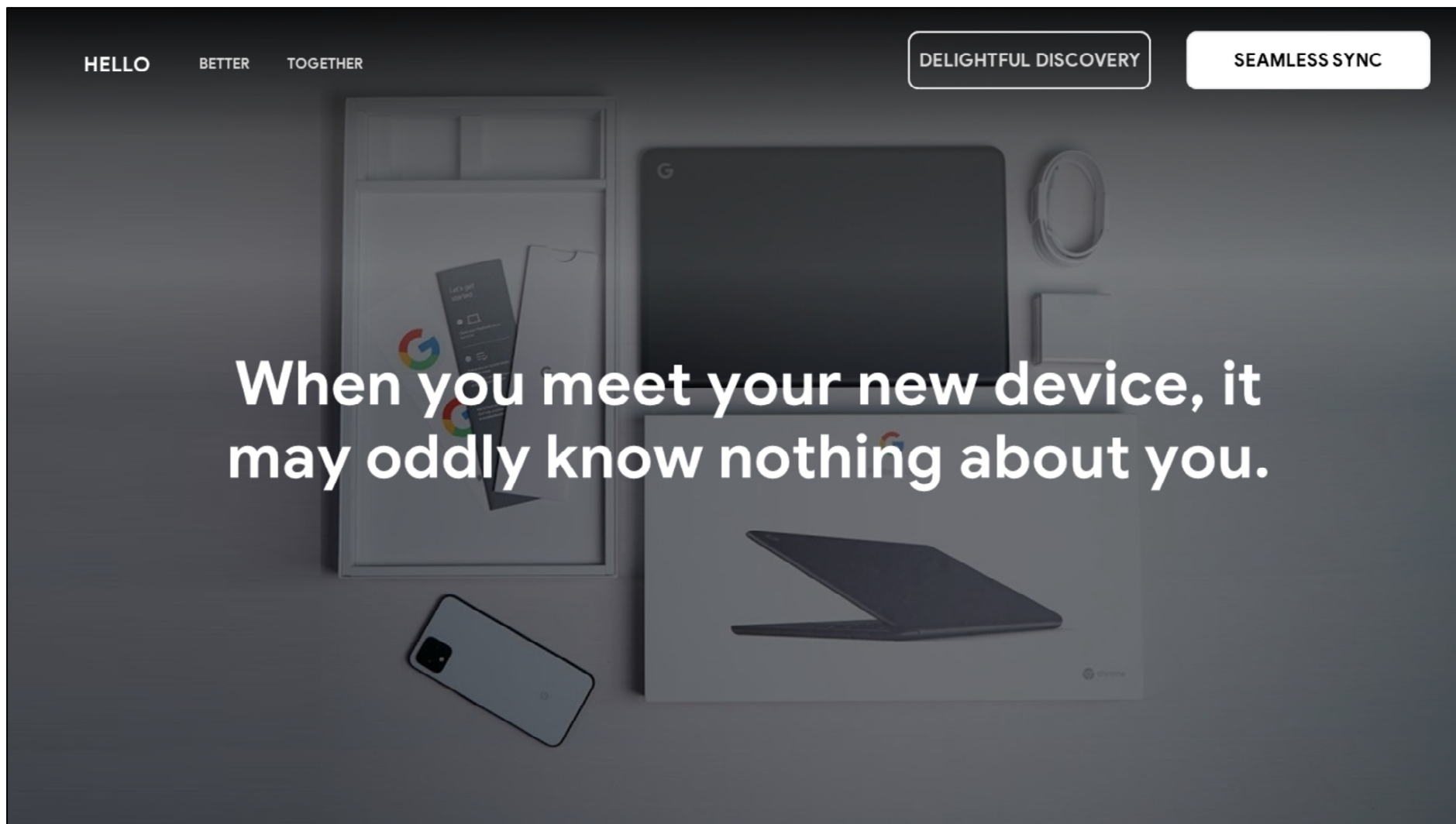
- And in that moment, with a simple confirmation make setup fast and seamless : Syncing GAIA and installing apps that are optimised for the new device you're setting up



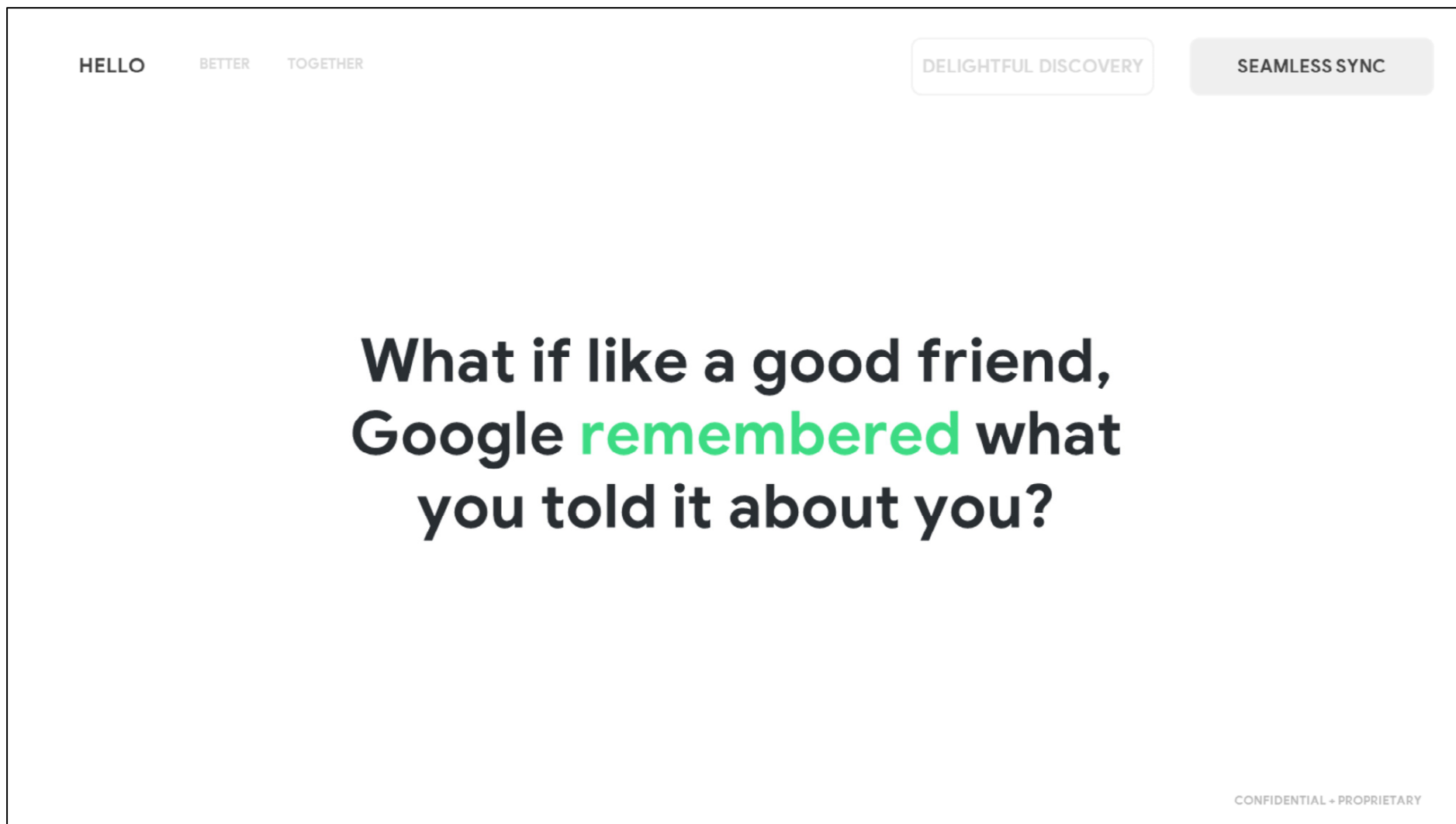
- Why limit this to just the phone, maybe setup even via your watch?



- Or maaaybe even through voice? Syncing our voice training model to setup any new device a user adds to Google ecosystem.



- After you connect with your device, it may oddly know nothing about you.



- What if like a good friend, Google remembered what you told it about you?
- A good friend remembers the secrets we tell them, why doesn't Google?
- (Michael DelGaudio from TV told us this, we could give him a shoutout when presenting)

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DELIGHTFUL DISCOVERYSEAMLESS SYNC


Google could help take the first step by connecting you to **WiFi**,

Why enter WiFi passwords when Google already knows your WiFi?

For Wear and TV, tech exists via companion apps

For CrOs and tablets, could happen over Bluetooth

Wi-Fi Sync...

 [WiFi sync on Android](#)CONFIDENTIAL + PROPRIETARY

- What if Google could help you get connected by passing your Wifi credentials along

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DELIGHTFUL DISCOVERY SEAMLESS SYNC

Then sync **apps**, their permissions, and powerfully, automatically sign you in.


Why download your apps again when Google already knows your apps?

TV syncs apps from the Assistant today

Android Auth team is working on tech to have you automatically signed into the apps.

App Sync...

Already a priority in CROS

 go/block-store-eap-deck

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- And pass along your apps and permissions so you can immediately get started with your favorite services without having to find it, install it and log in

HELLO BETTER TOGETHER

DELIGHTFUL DISCOVERY SEAMLESS SYNC

Lastly, perhaps even connect to your peripherals.

Why re-pair your buds again when Google already knows your buds?

The diagram shows a central smartphone with a 'Buds Sync...' interface. Four green arrows point from this interface to four different devices: a TV, a tablet, a laptop, and a smartwatch. Each device has a 'G' logo and the word 'CONNECTED' with two green stars, indicating a successful connection. The background is a light gray gradient.

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- And set up seamless connections to your peripherals like the pixel buds

HELLO

BETTER

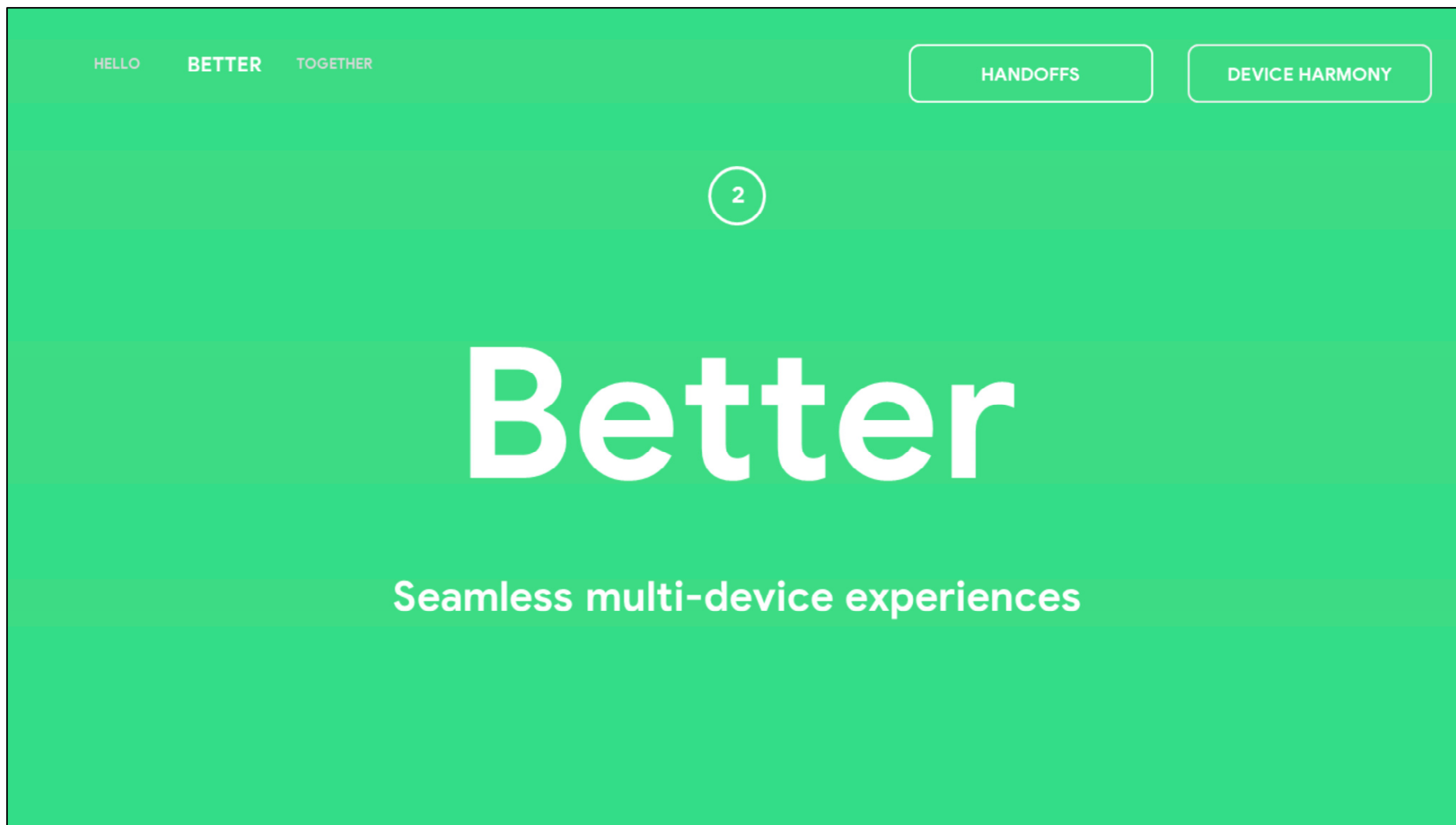
TOGETHER

DELIGHTFUL DISCOVERY

SEAMLESS SYNC

A delightful first impression the moment a new Android device says **Hello.**

- We can make a delightful first impression.
- From the moment your devices recognize each other
- To delightful ways to authenticate users, from voice and biometrics, to simply using other authenticated devices like your Google watch
- We can seamlessly set up your peripherals like the pixel buds
- And even pass along your preferences, apps and permissions so there is nothing in the way of getting things done with all of your devices.



- Once we've established a solid connection between devices, this second pillar 'Better' is all about daily interactions users have across these devices

HELLO BETTER TOGETHER

Connected devices can complement each other in daily interactions.

Best Sound

All-in-one

On the go

Every device is the 'Best At' something

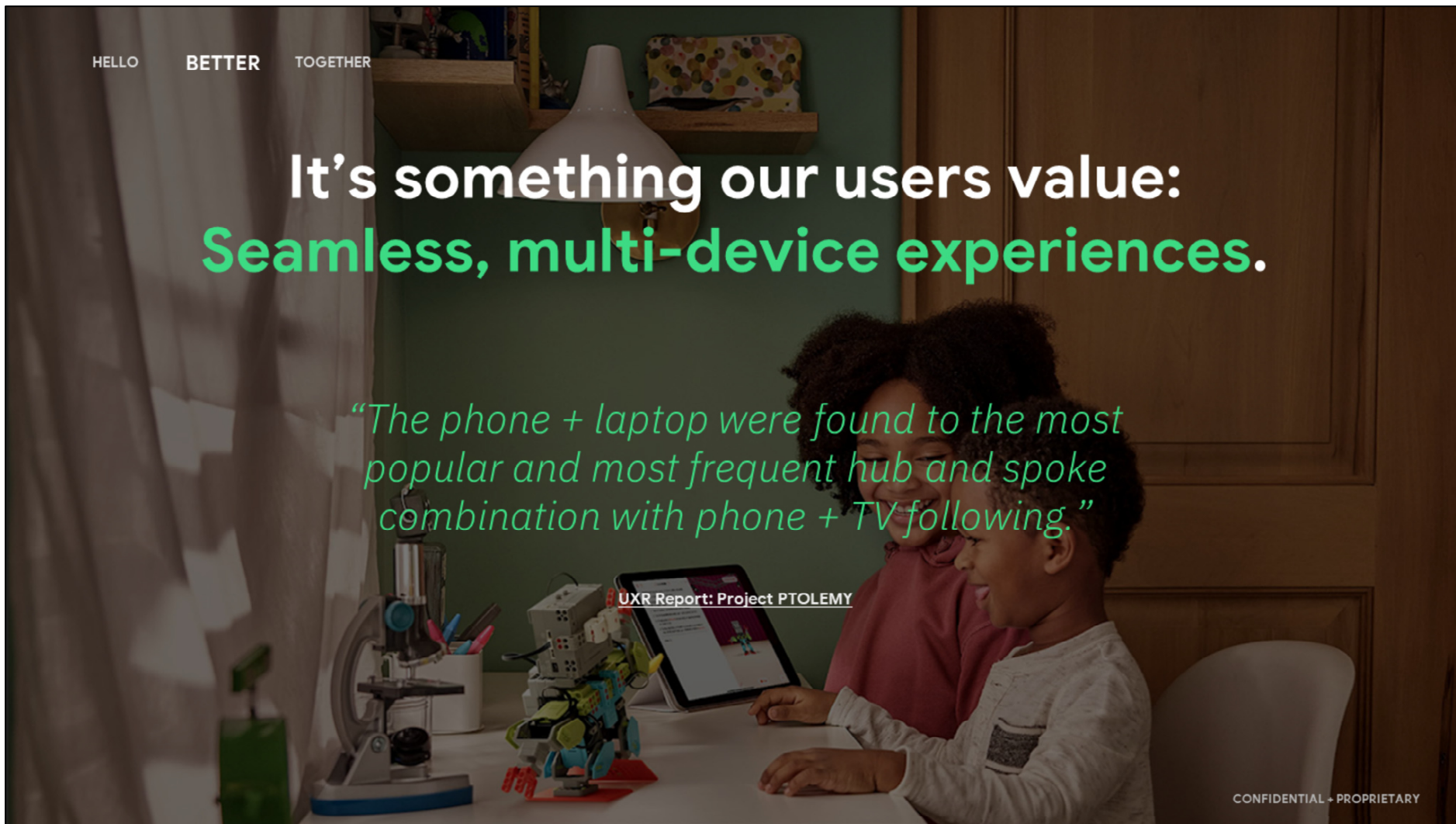
Largest Display

Quick Access

Most Versatile

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- A lot in this pillar is based on the simple recognition that every device is best at something
- So devices can complement each others capabilities



HELLO BETTER TOGETHER

It's something our users value: Seamless, multi-device experiences.

"The phone + laptop were found to be the most popular and most frequent hub and spoke combination with phone + TV following."

UXR Report: Project PTOLEMY

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- What we see in UXR is that users value the comfort they get when they can move seamlessly between devices
- so hub and spoke relationships can emerge

HELLO BETTER TOGETHER

It's something our peers recognize.

THINK ABOUT THE TOUCH KEYBOARD

Apple Android Windows

Task Continuity

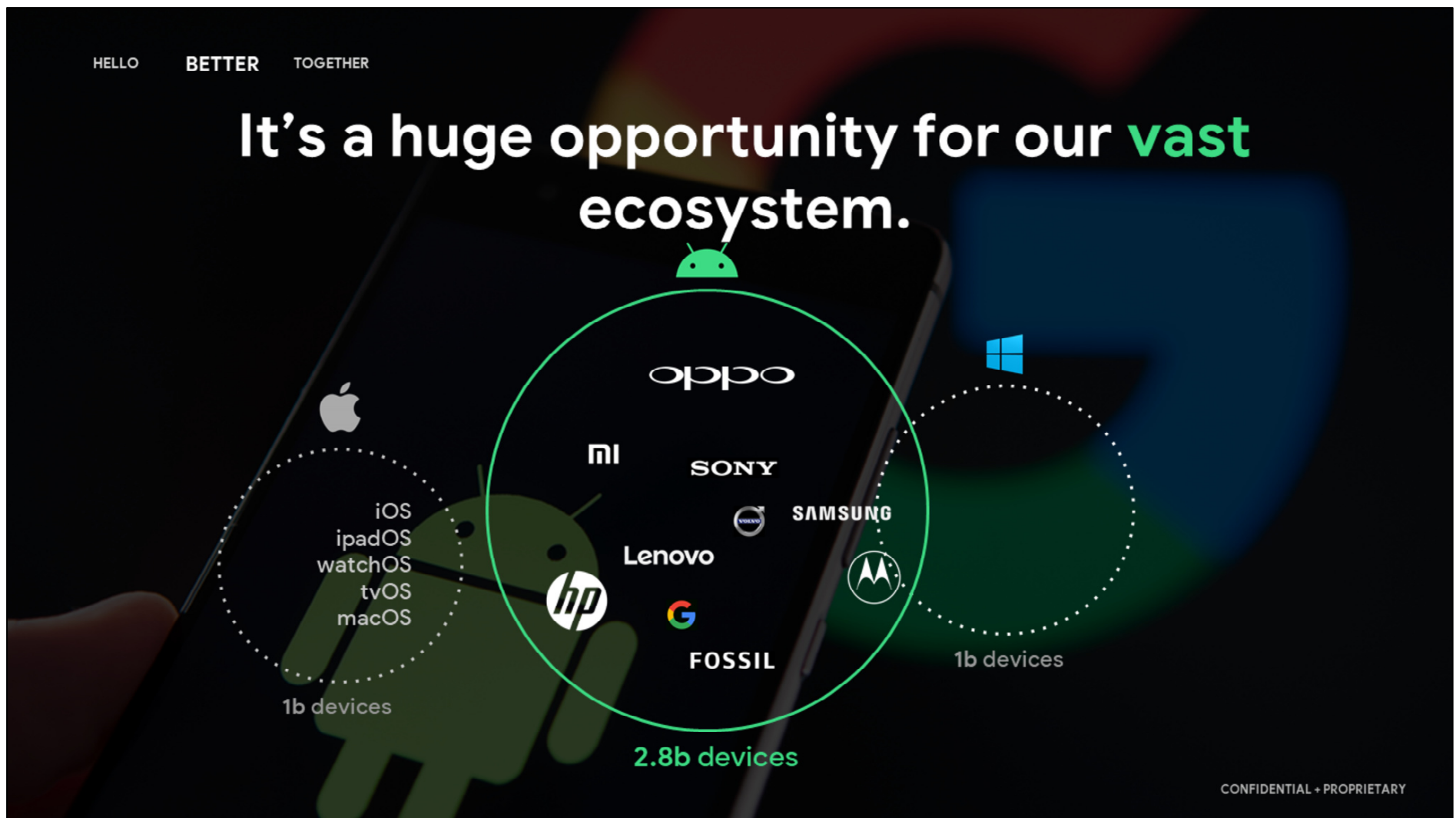
- Handoff for compatible apps
- Cross-Device Clipboard
- Nearby File Sharing
- Drag & Drop
- Continue Watching/Listening
- Continue Browsing
- Auto-Switch Headphones
- Continuity Sketch & Markup

Combined Capabilities

- Sidecar Display
- Screen Mirroring
- Quick Unlock
- Messages Sync
- Virtual Remote Control
- Notification Sync
- Instant Hotspot
- Bluetooth Device Sharing
- Calls from/on another device

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- Obviously our competitors realize that as well
- While on the Apple end of the spectrum these experiences are super seamless
- In the Android world, we rely a lot on Chrome as a fallback, which is nowhere near as seamless
- And in some way Microsoft with their "Your Phone" app is doing a better job than we are in our own ecosystem



- So these are small features individually but their aggregate value for users is a huge opportunity for our ecosystem
- Because there are billions of users that don't want to limit themselves to a single OEM
- The right features at the OS level could act like glue that makes our ecosystem stickier
- So how could these features like?

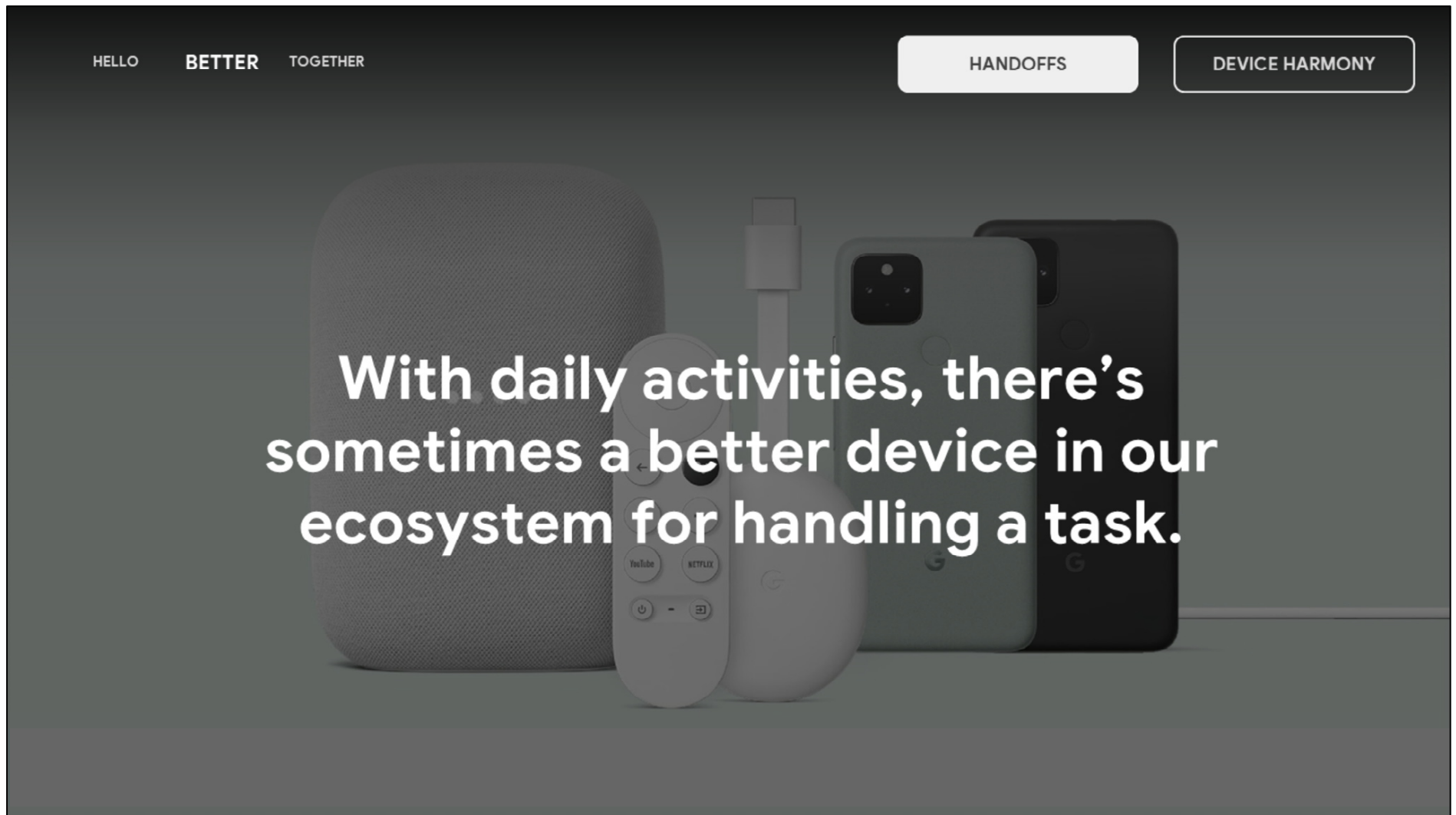
HELLO **BETTER** TOGETHER

How might we

**Make our daily
interactions better
across multiple
devices?**

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- HMW make daily interactions better across multiple devices?



HELLO **BETTER** TOGETHER

HANDOFFS

DEVICE HARMONY

What if we could provide users the ability
to easily **handoff** tasks to another device?

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HELLO

BETTER

TOGETHER

HANDOFFS

DEVICE HARMONY

Like make **input** easier.

Using your phone as a better input for your TV,


TV to Phone Handoff

Google TV
Search for something to watch...

The Lo

Google TV
Keyboard input
The Lo

Typing on a TV through a D-Pad is a pain point

 [Link to TV Virtual Remote deck](#)

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- Workout timw!
- Tv starts automagically
- HANDOFF
- Mention ongoing effort
- HANDO

HELLO **BETTER** TOGETHER

HANDOFFS

DEVICE HARMONY

Phone to Chromebook Handoff

Or copy text from your phone to your Chromebook.


Hi Robert,
Love your proposal!
Give me a call on 450-123-4567

COPY TO CLIPBOARD

PASTE FROM CLIPBOARD

1 2 3
4 5 6
7 8 9
* 0 #

We're already making efforts in this space

 [Link to Clipboard deck](#)

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- Universal Clipboard
- Copy text on phone,
- paste on Chromebook
- (find the related deck in the
- Setting up for success sheets)

HELLO

BETTER

TOGETHER

HANDOFFS

DEVICE HARMONY

Buds Handoff

Or consider a better **output** for the moment.

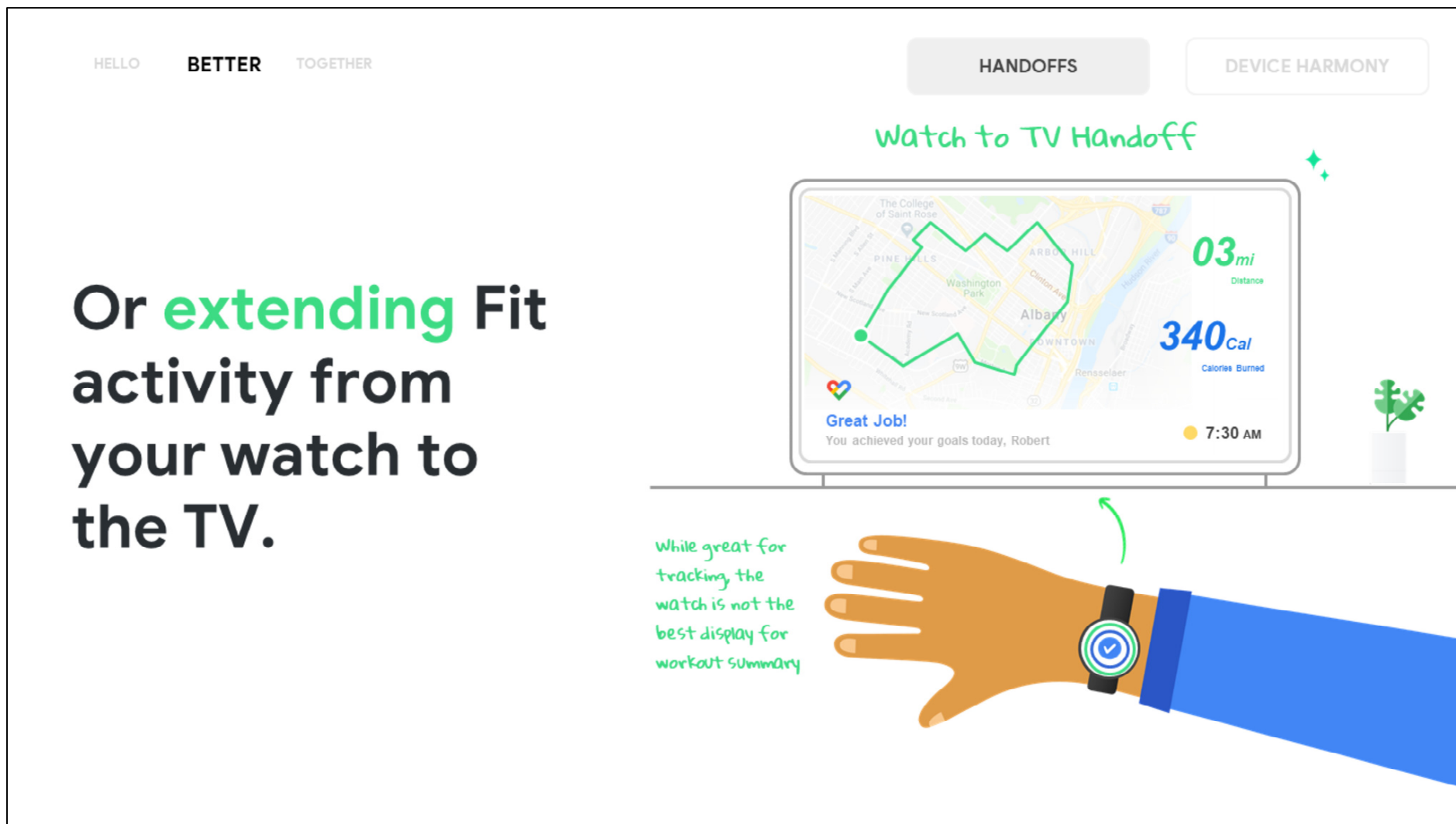
Like earbuds you can select across devices,

We're already making efforts in this space

The pixel buds switch between sources based on context.

Link to Fast Pair Switching deck

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- Some of these use cases can be more on the delightful side than productivity
- You come home from a workout through your Fit watch > TV recognizes that and provides more value

HELLO BETTER TOGETHER

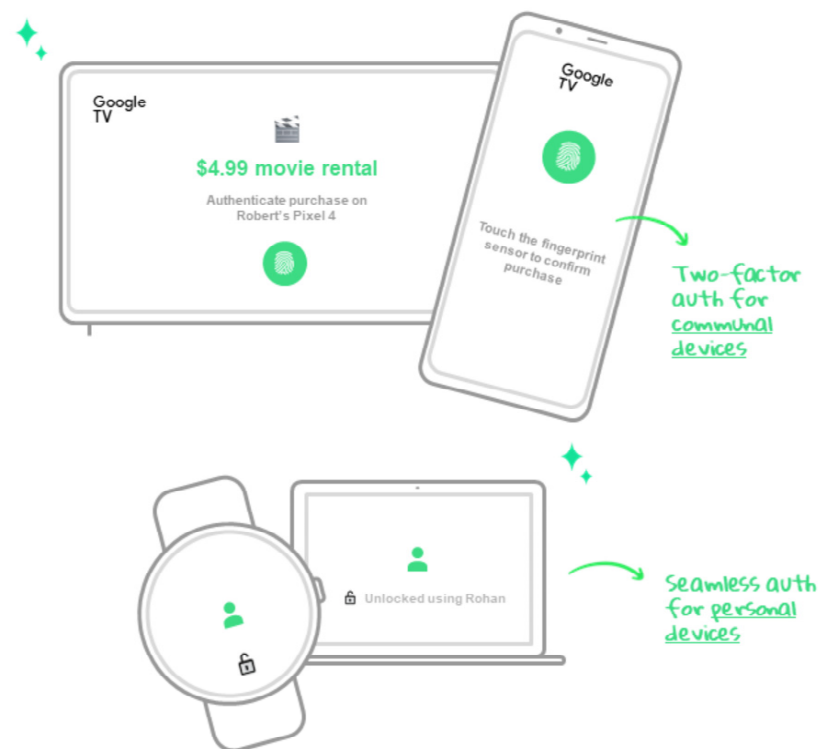
HANDOFFS

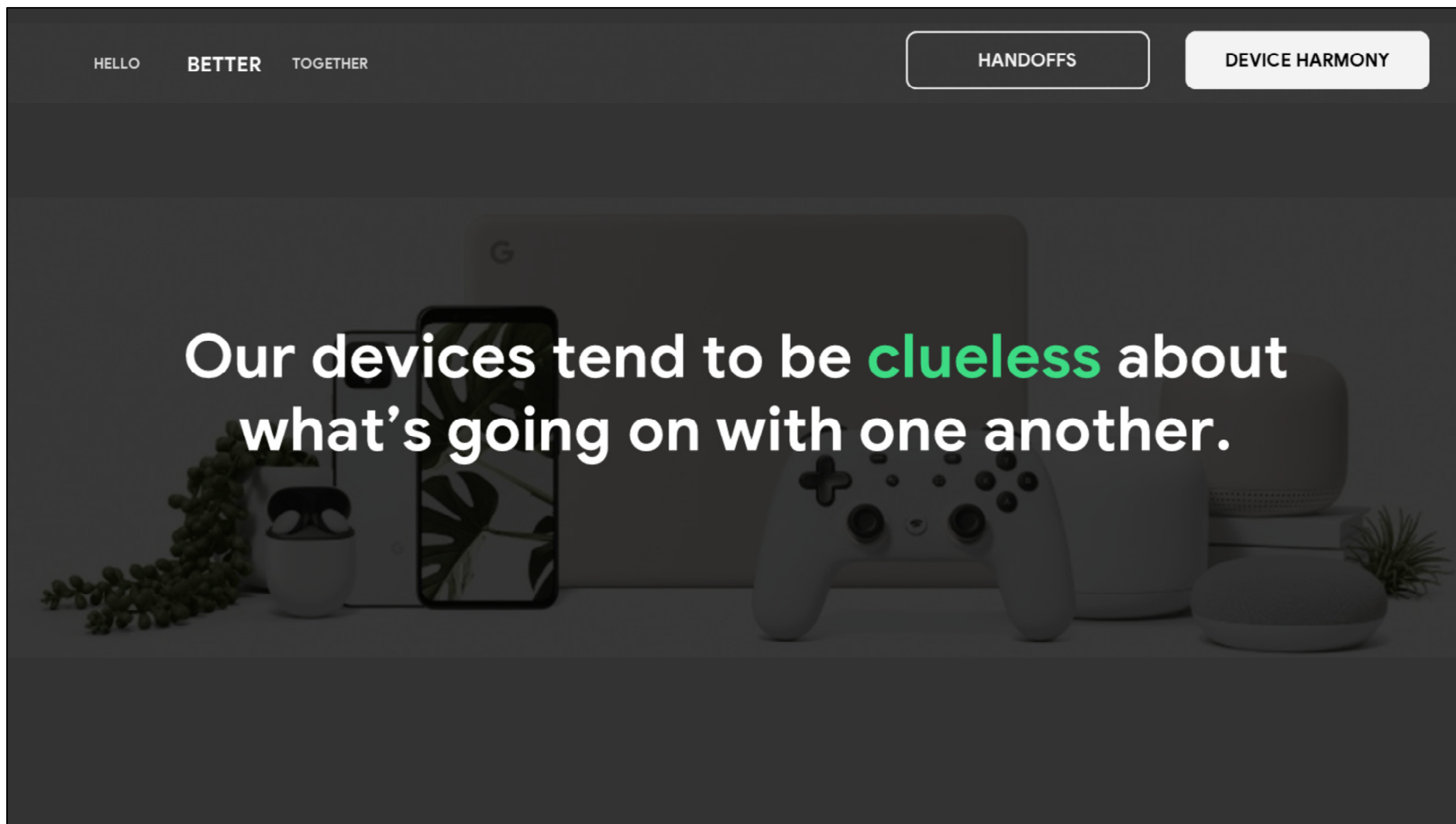
DEVICE HARMONY

Perhaps Handoffs
could be extended
to **authentication**.

Like using your phone
or watch for shared
devices.

TV to Phone ...or... Chromebook to Watch





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TOGETHER

HANDOFFS

DEVICE HARMONY

What if they saw themselves as being
in **harmony** instead of on their own?

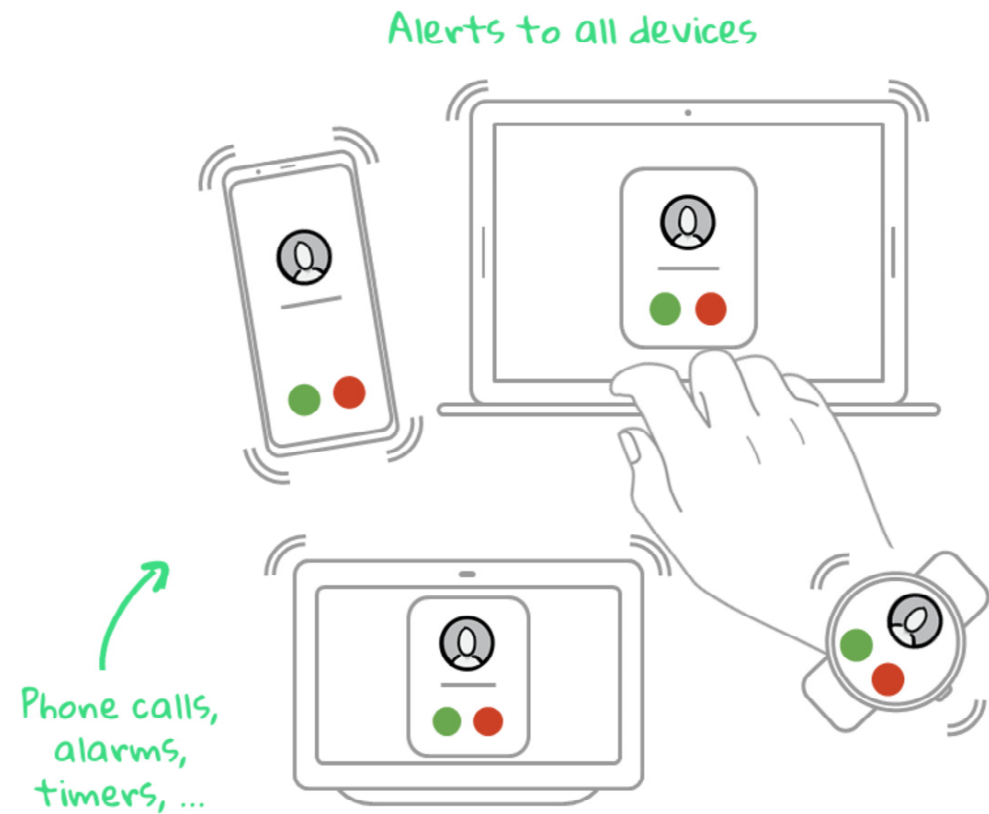
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HELLO BETTER TOGETHER

HANDOFFS

DEVICE HARMONY

So instead of this,



HELLO BETTER TOGETHER

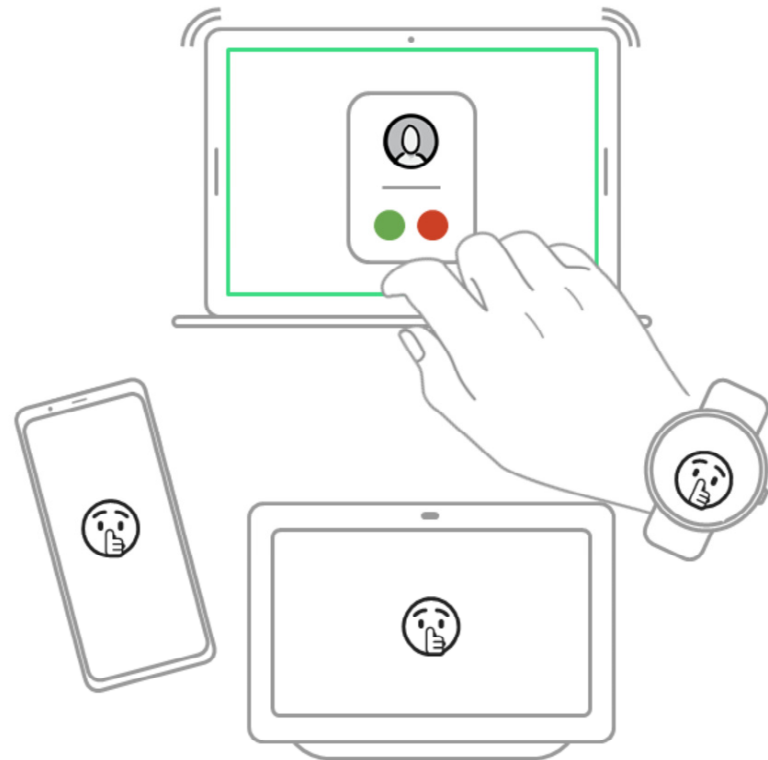
HANDOFFS

DEVICE HARMONY

We could bring
harmony to **alerts.**

Like a phone call
that only rings on
the active device.

Alerts the active device



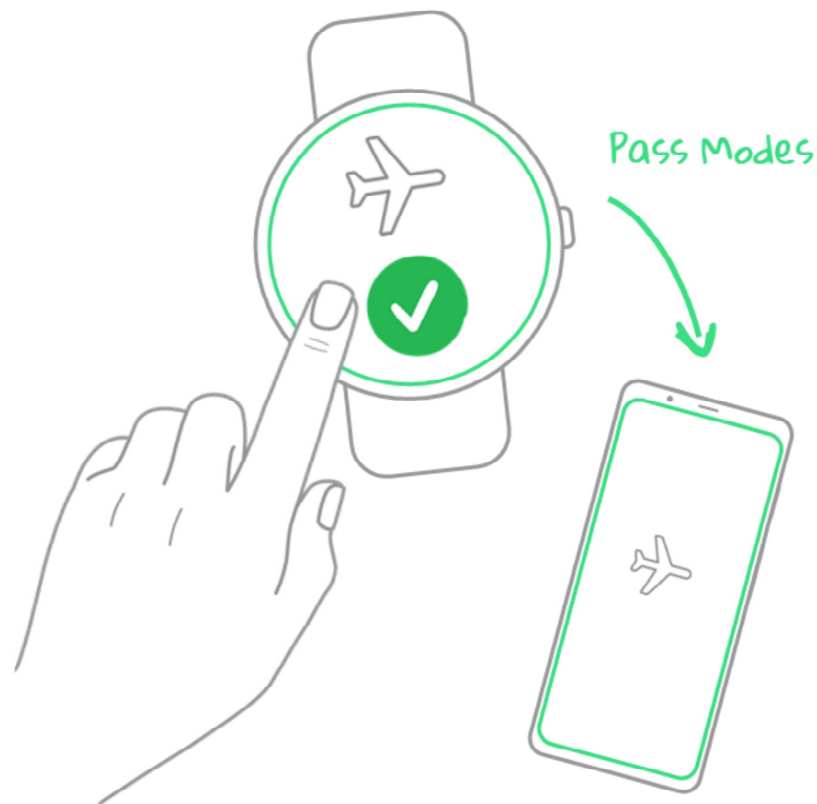
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HANDOFFS

DEVICE HARMONY

Or simply, when one device is put in DND or Airplane Mode,

We could extend that **mode** to other devices.



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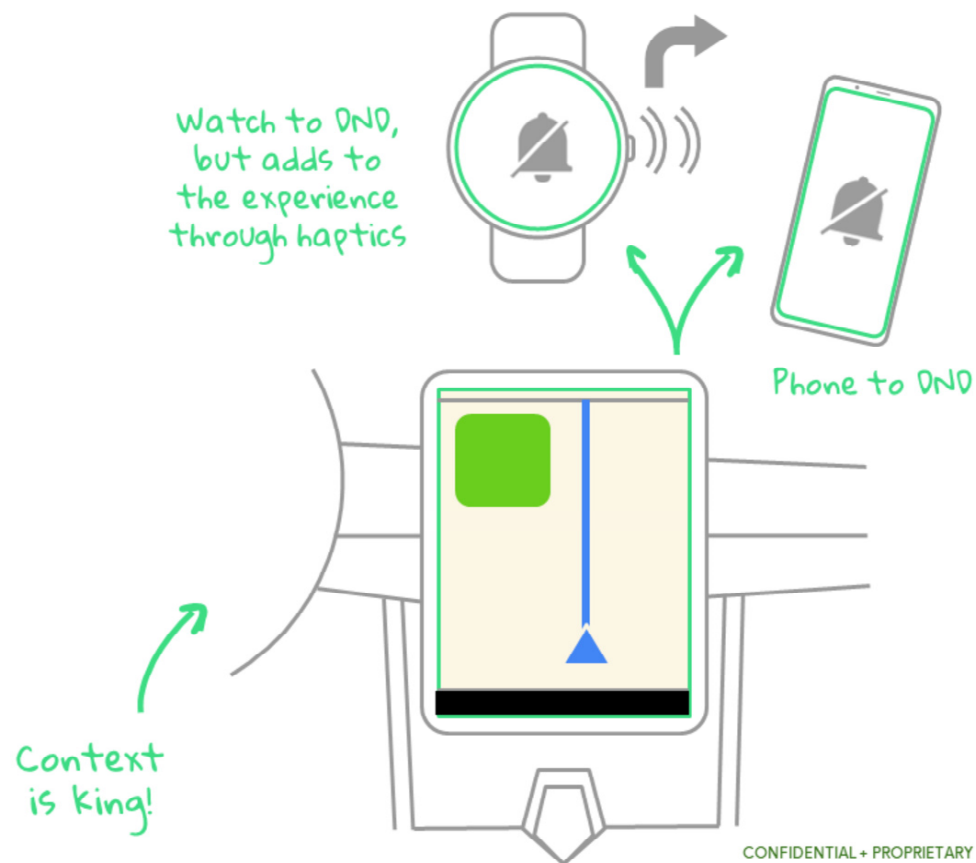
HELLO BETTER TOGETHER

HANDOFFS

DEVICE HARMONY

Or smartly, just
seamlessly adjust
to context.

Like reduce risky
distractions when
driving.



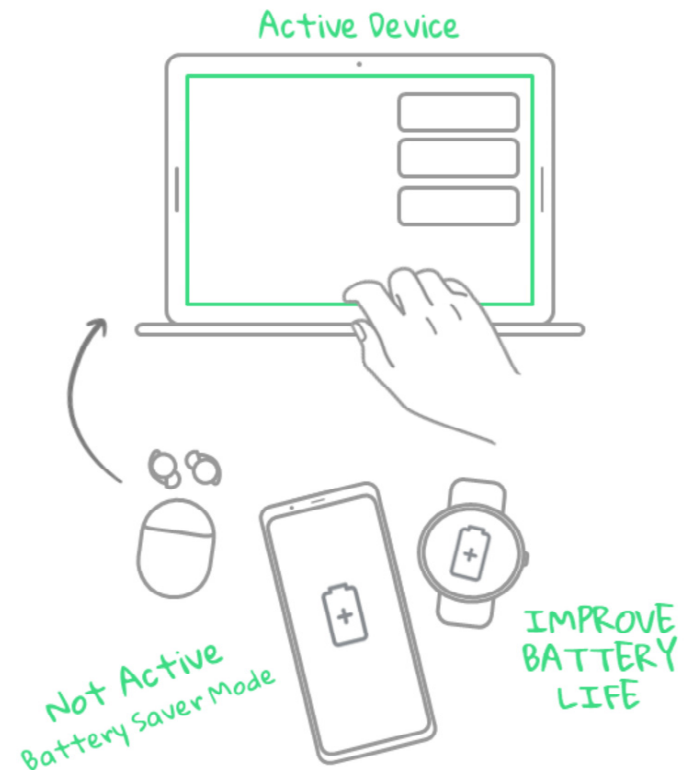
HELLO BETTER TOGETHER

HANDOFFS

DEVICE HARMONY

If our ecosystem knew
what's active,

We could even put
others to sleep,
extending **battery** life
from hours to days.



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HELLO

BETTER

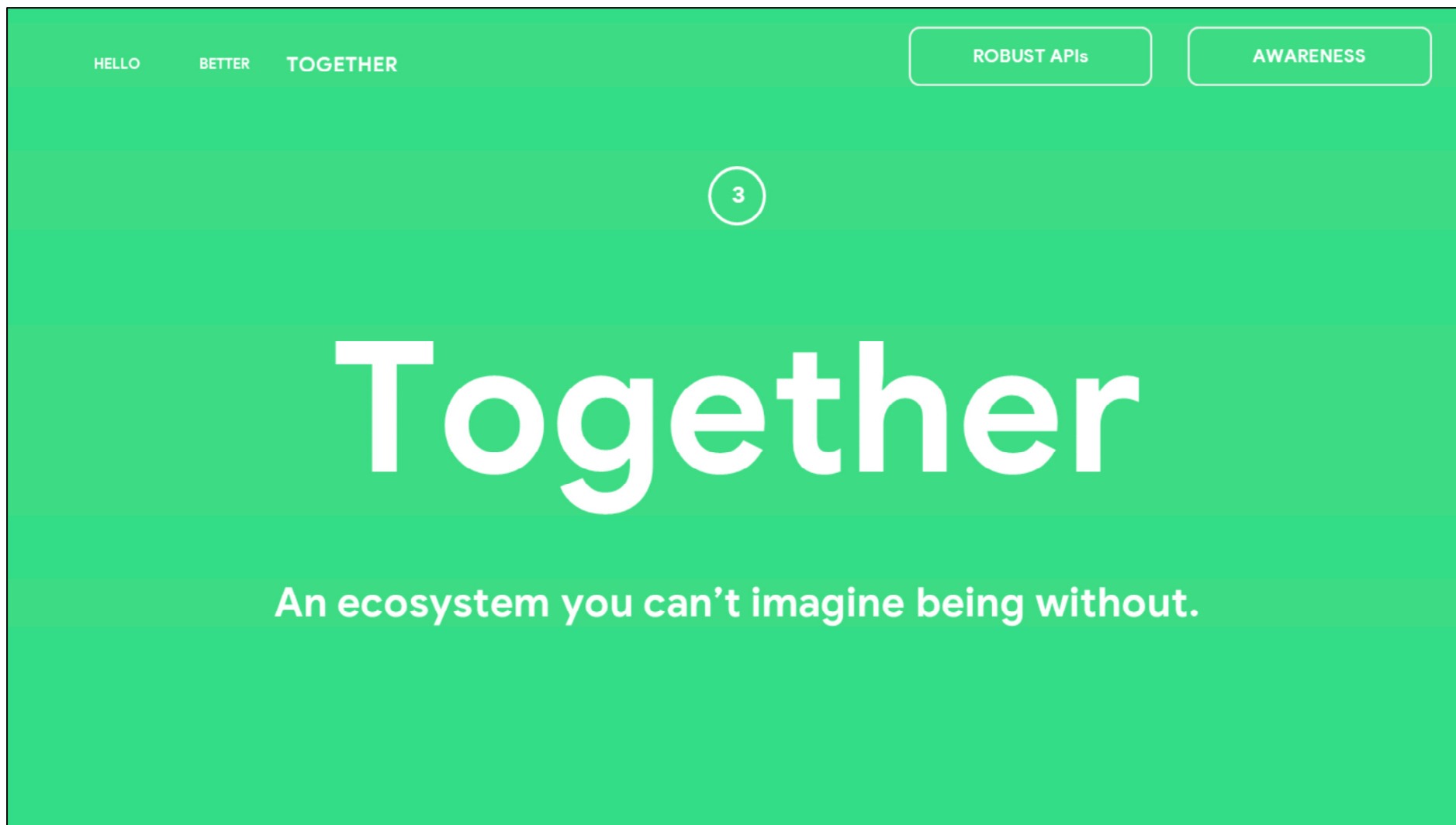
TOGETHER

HANDOFFS

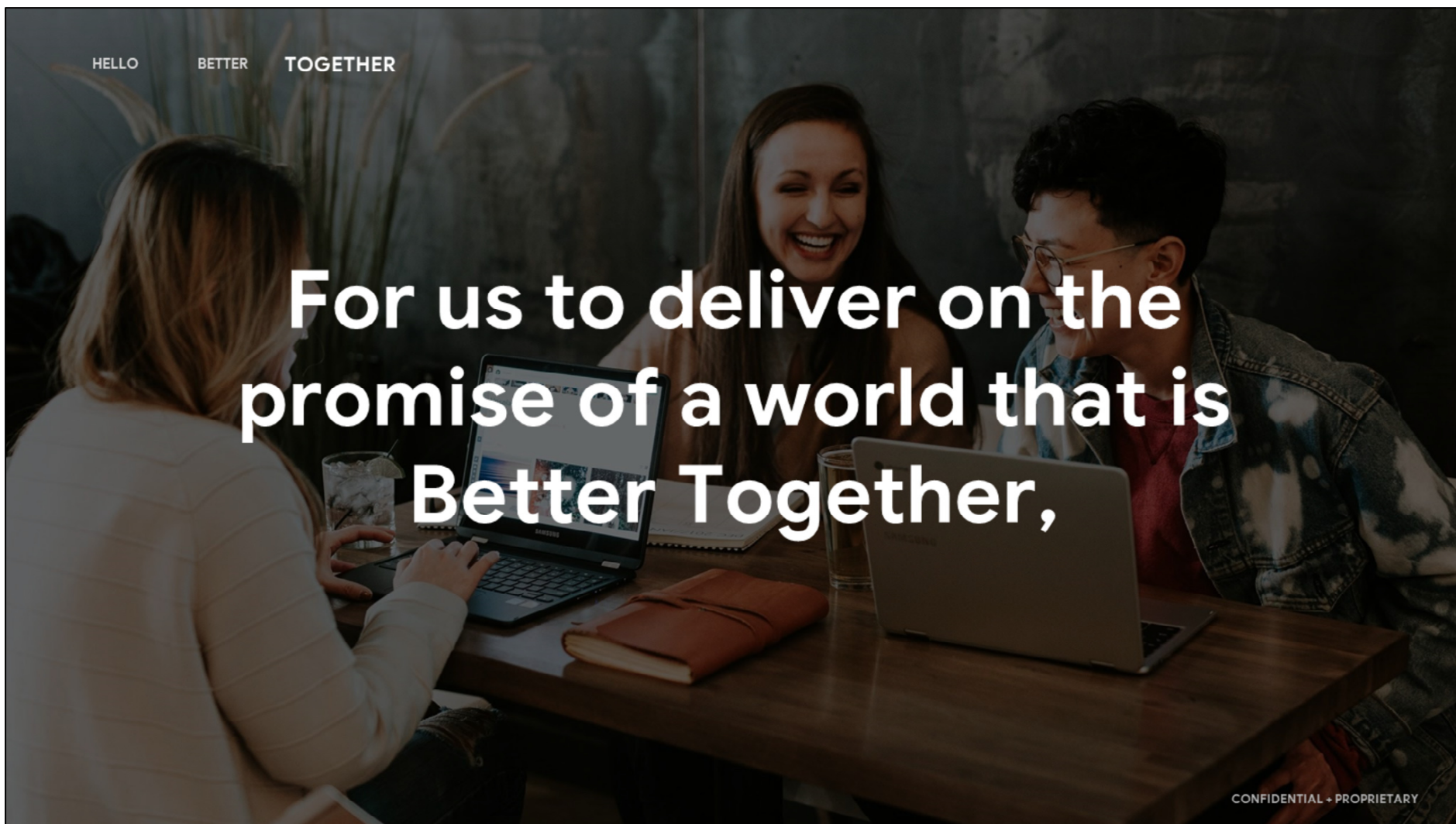
DEVICE HARMONY

**We can make daily tasks
better when we bring
continuity with the other
devices in our ecosystem.**

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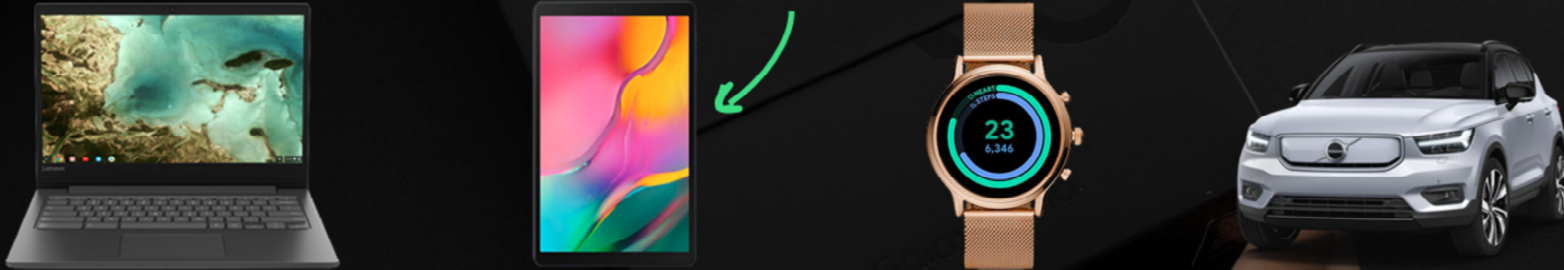
- An ecosystem you can't imagine being without.



HELLO BETTER TOGETHER

Realistically, we will depend on our wide variety of ecosystem **partners** to deliver Better Together to the masses.

29% of Q2 '20 Shipped Android tablets



Lenovo Samsung Fossil Volvo

Statista - Samsung tablet shipments, Statista - Worldwide tablet shipments.

- Realistically we will depend on our ecosystem partners to deliver the punch of Better Together to the masses. And also to be able to justify our investments.
- <https://www.statista.com/statistics/299618/tablet-shipments-samsung/> 7 Mil Q2 '20
- <https://www.statista.com/statistics/273268/worldwide-tablet-sales-by-operating-system-since-2nd-quarter-2010/> 23.6 Mil Q2 '20
- https://docs.google.com/presentation/d/1fXvuFg3uhNB3IPqY7lpE2_hf0_NSo7D6bwtiRvxVms8/edit#slide=id.g40439a9937_2_1210

HELLO BETTER TOGETHER

How might we

Build momentum **together** with our diverse partners?

*Justify our longer
term investments*

*Strengthen the
ecosystem as a whole*

*Lessen
fragmentation*

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HELLO BETTER TOGETHER

ROBUST APIs

AWARENESS

Critical foundations are missing that will require multi-year investment with our partners.

Connectivity Presence Fine grain location Context

We have the seeds: Nearby, BLE + UWB, Shared Bluetooth stack, Exo, Wirecutter

HELLO

BETTER

TOGETHER

ROBUST APIs

AWARENESS

**What if even partner devices knew
when they could work together with
the help of Robust APIs?**

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HELLO

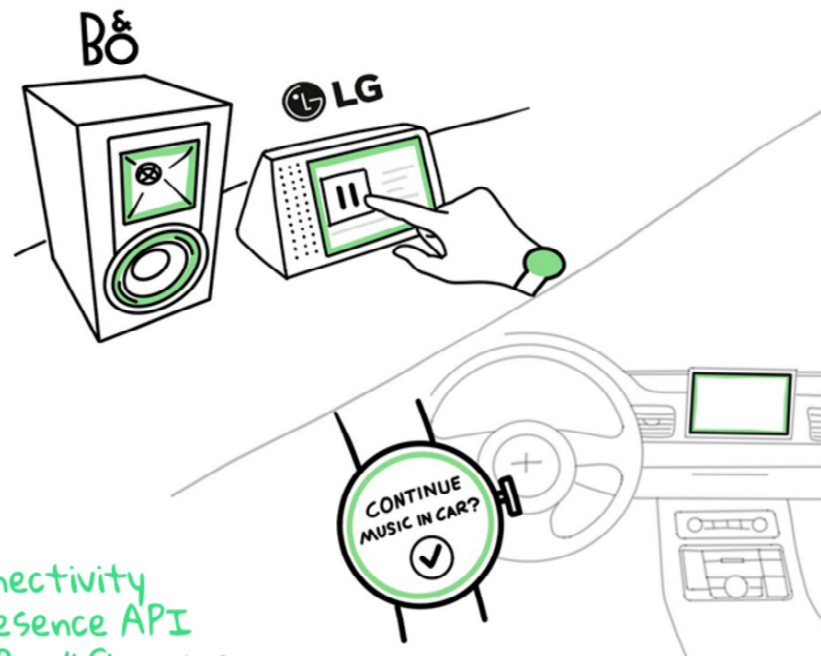
BETTER

TOGETHER

ROBUST APIs

AWARENESS

Devices from many
manufacturers could
recognize each other
without setup.



Connectivity
and Presence API
(BLE, UWB, Wifi, gps...)

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HELLO

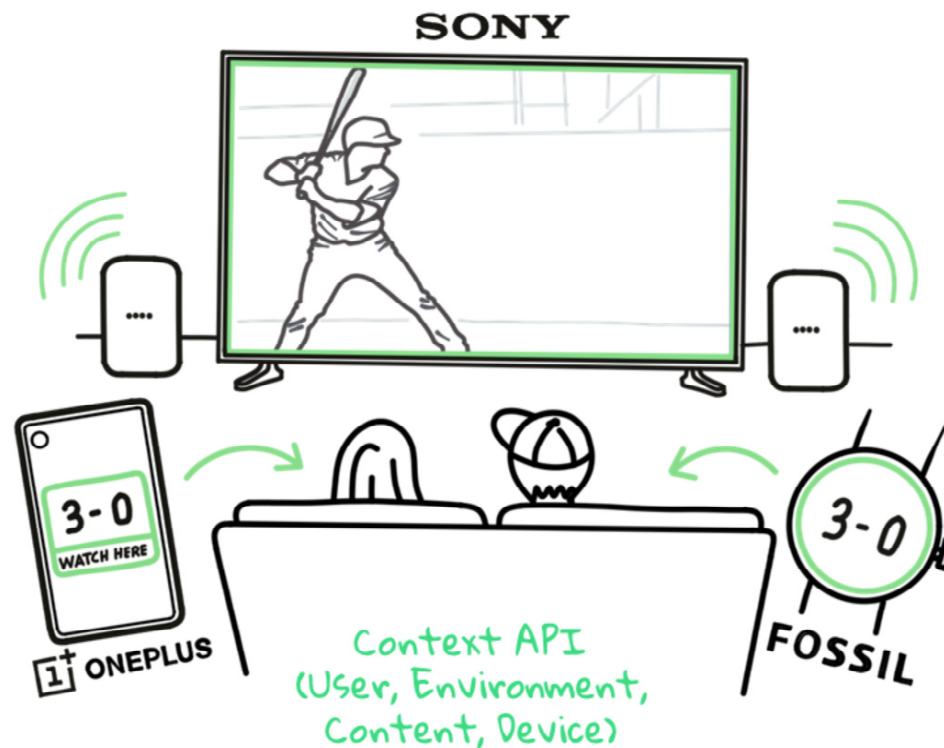
BETTER

TOGETHER

ROBUST APIs

AWARENESS

Or coordinate
to create new **multi-
device** experiences.

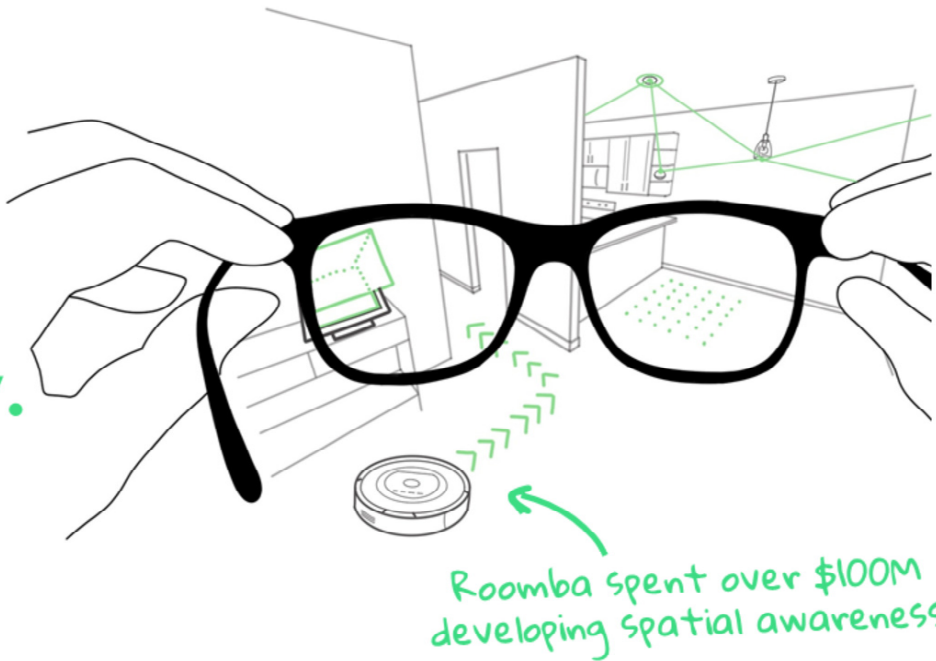


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HELLO BETTER TOGETHER

ROBUST APIs AWARENESS

Powerful, private nearby and context APIs, enabling new developer creativity.

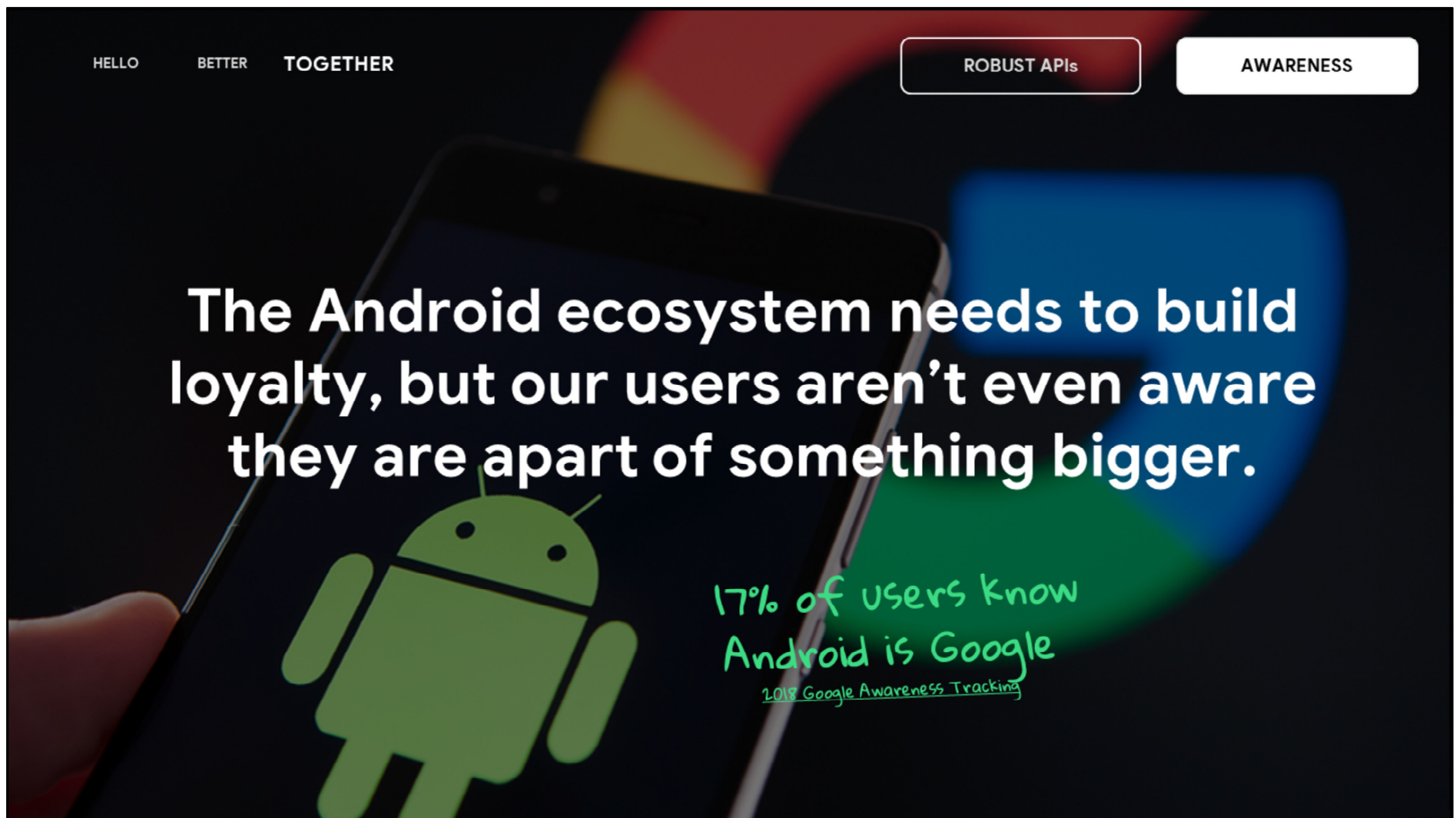


Roomba spent over \$100M developing spatial awareness

 Subtle Revolution
Boston Business Journal

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- https://docs.google.com/presentation/d/1KkdNwW_efHJA5aIJNKZwtLXYusPOGkIXeR5UszkKuSE/edit#slide=id.gd4fe7f8d5_0_0
go/subtlerevolution
- <https://www.bizjournals.com/boston/blog/techflash/2015/09/irobots-smartest-robotic-vacuum-debuts-after-well.html#:~:text=Angle%20said%20%22well%20over%22%20%24100,field%20of%20robotic%20mapping%20technology.>



- 2018 <https://screenshot.googleplex.com/3SVNHQQw23jSbEP>
- 2015 https://docs.google.com/presentation/d/1n1p_H9qJ1adxg2Z1hBqy-gP3yVmAAdAD6gLULRdBpM8U/edit#slide=id.g3586d2045_09

HELLO

BETTER

TOGETHER

ROBUST APIs

AWARENESS

**What if we brought our ecosystem
together by increasing **awareness**
of Better Together experiences?**

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HELLO

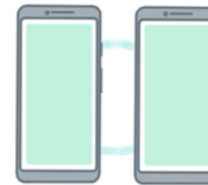
BETTER

TOGETHER

ROBUST APIs

AWARENESS

If partners leverage
different **building
blocks** of Google
technologies...



Nearby Share



Fast Pair



Wirecutter



[Nearby Share](#) | [Fast Pair](#) | [ExoWirecutter](#)

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HELLO

BETTER

TOGETHER

ROBUST APIs

AWARENESS

...We could celebrate
the technologies as
powered by a new
brand like Google OS.



Nearby Share
Powered by Google OS



Wirecutter
Powered by Google OS

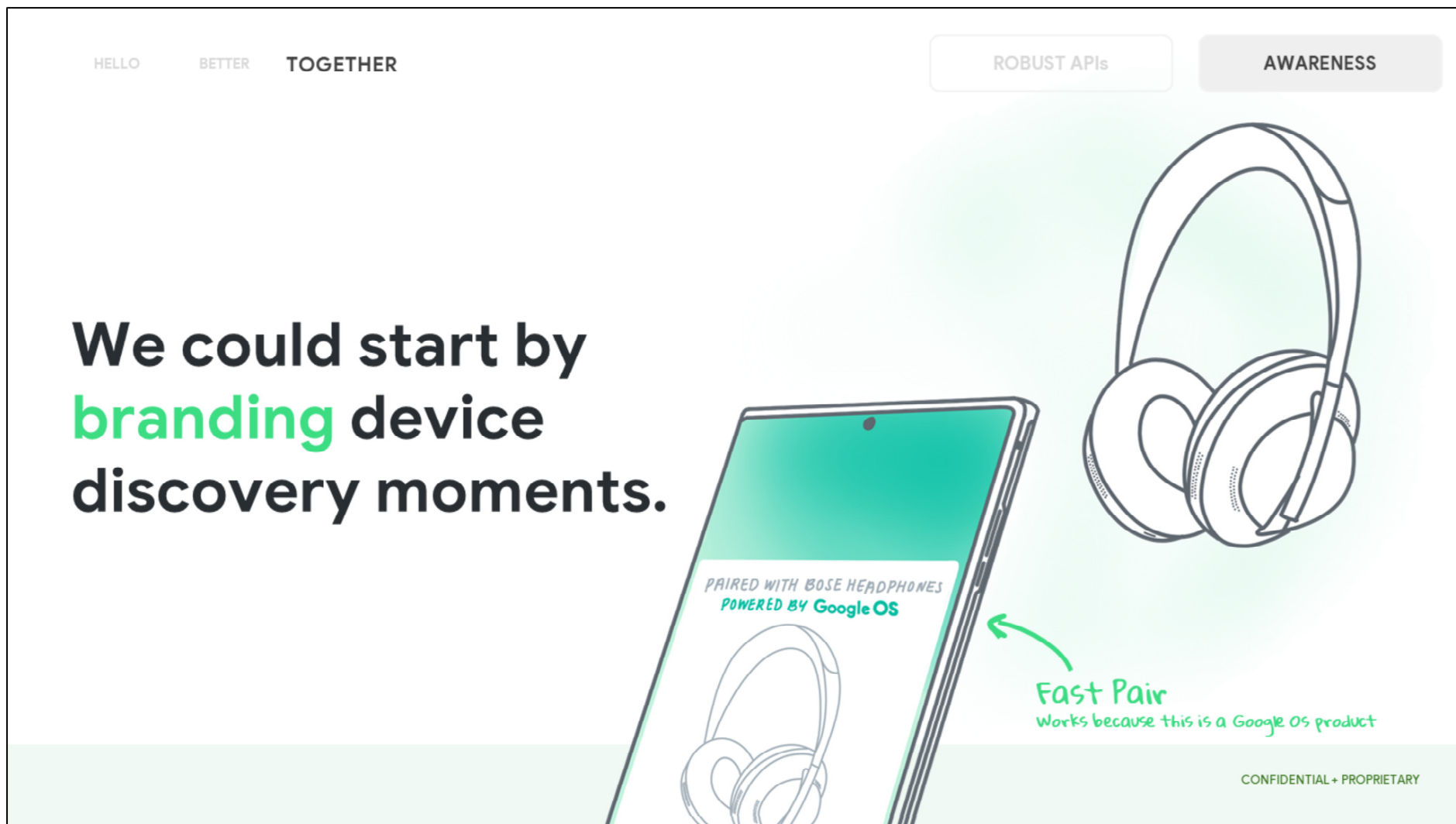


Fast Pair
Powered by Google OS



[Nearby Share](#) | [Fast Pair](#) | [ExoWirecutter](#)

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HELLO BETTER TOGETHER

ROBUST APIs AWARENESS

And make our partners shine stronger through their **channels**.

Marketing, Sales & Distribution

SAMSUNG

SAMSUNG

SAMSUNG NOTE20 ULTRA 5G

FROM \$649 \$1299.99

CHOOSE YOUR CARRIER

UNLOCKED VERIZON T-MOBILE

MEMORY

256 GB 512 GB

BETTER TOGETHER WITH:

WEAR CHROME OS TABLETS AUTO TV

N20

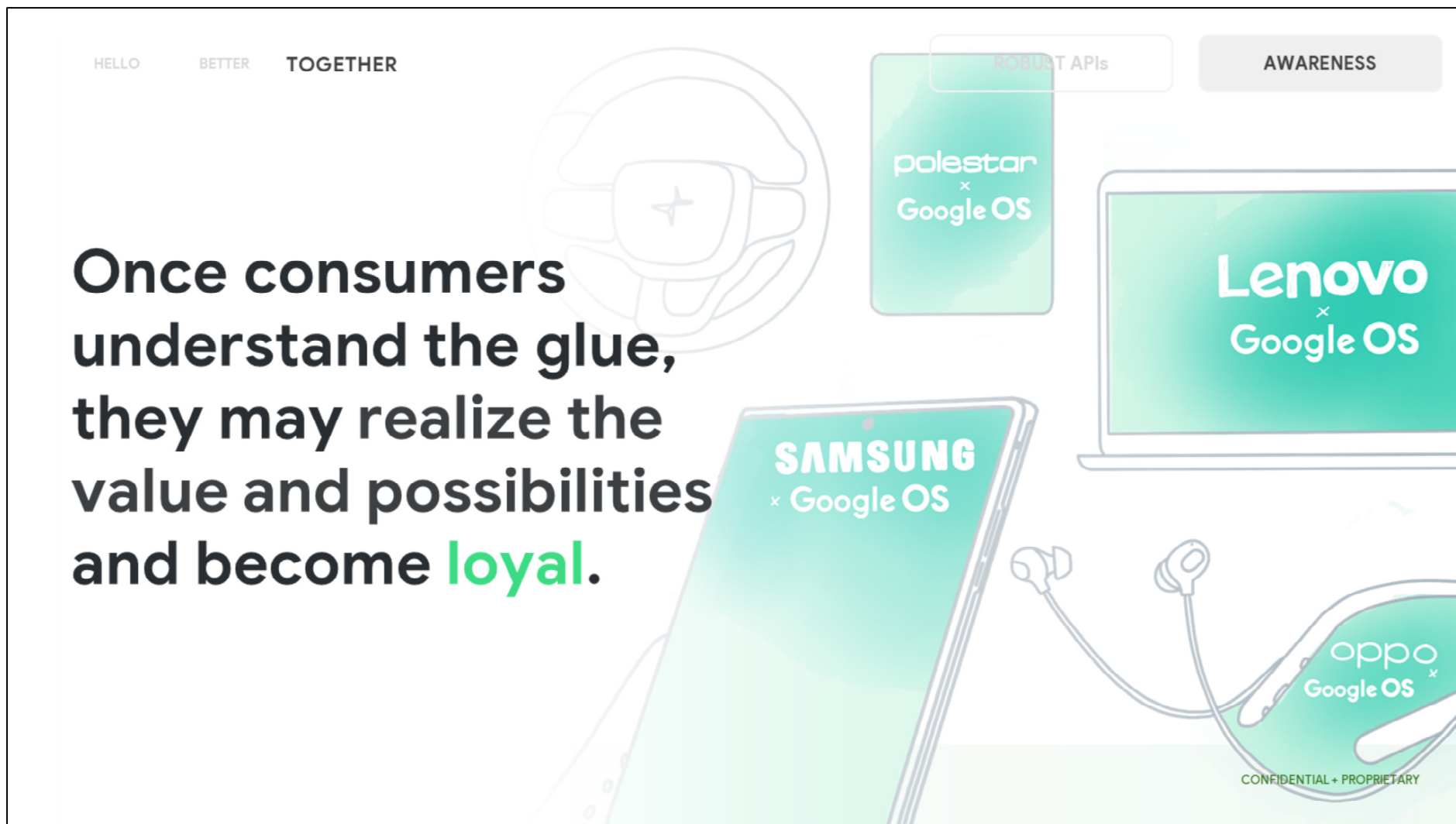
NOTE20 ULTRA 5G

POWERED BY Google OS

Better Together

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- (purchase flow marketing, works with many devices, support for X years)
- And even on purchase flows and show how that it works better together with other devices too,



• \

HELLO

BETTER

TOGETHER

To succeed, we need to
build momentum **together**
with our partners.

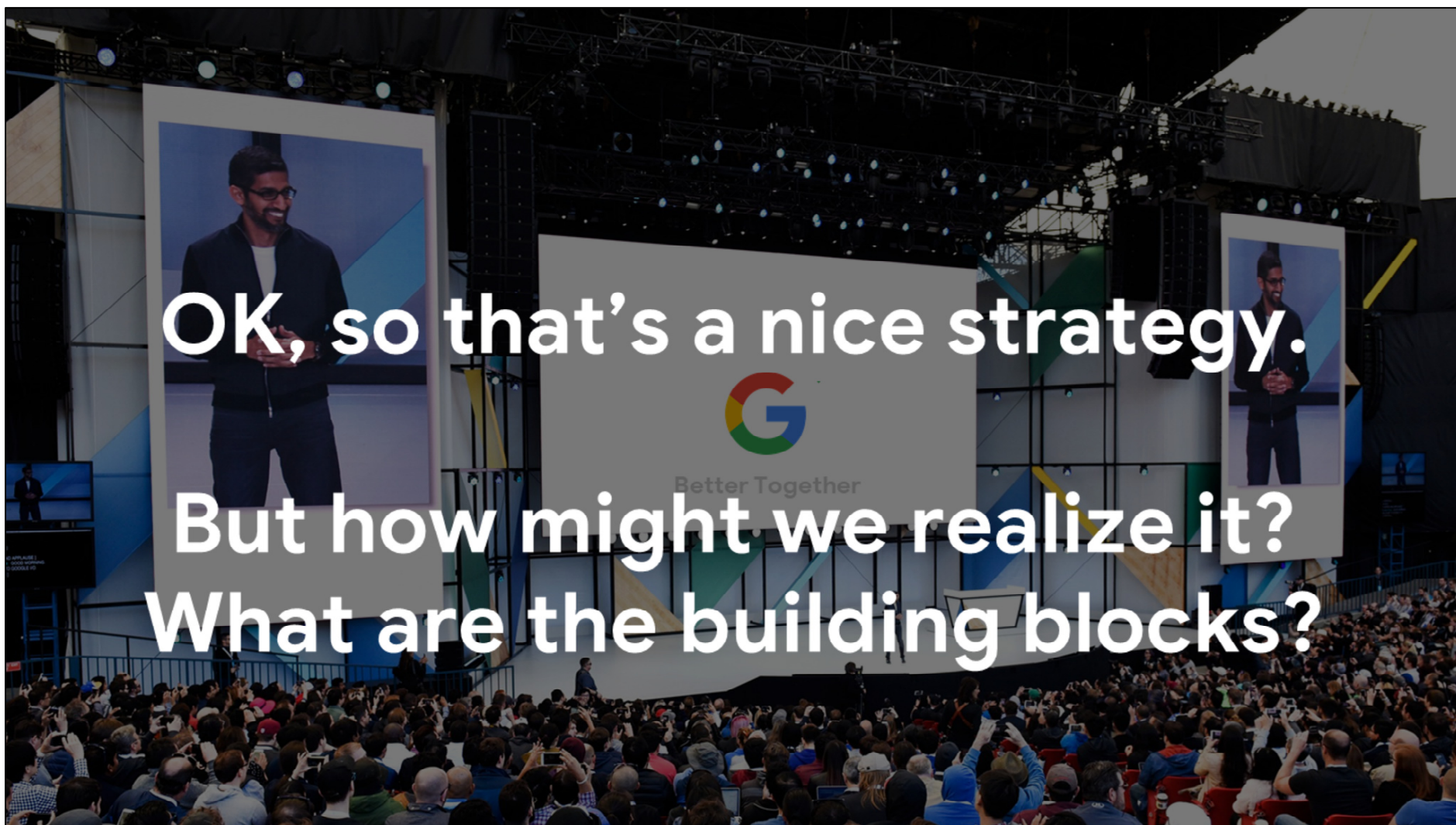
Invest in
foundational
building blocks

Tell the story to
our consumers

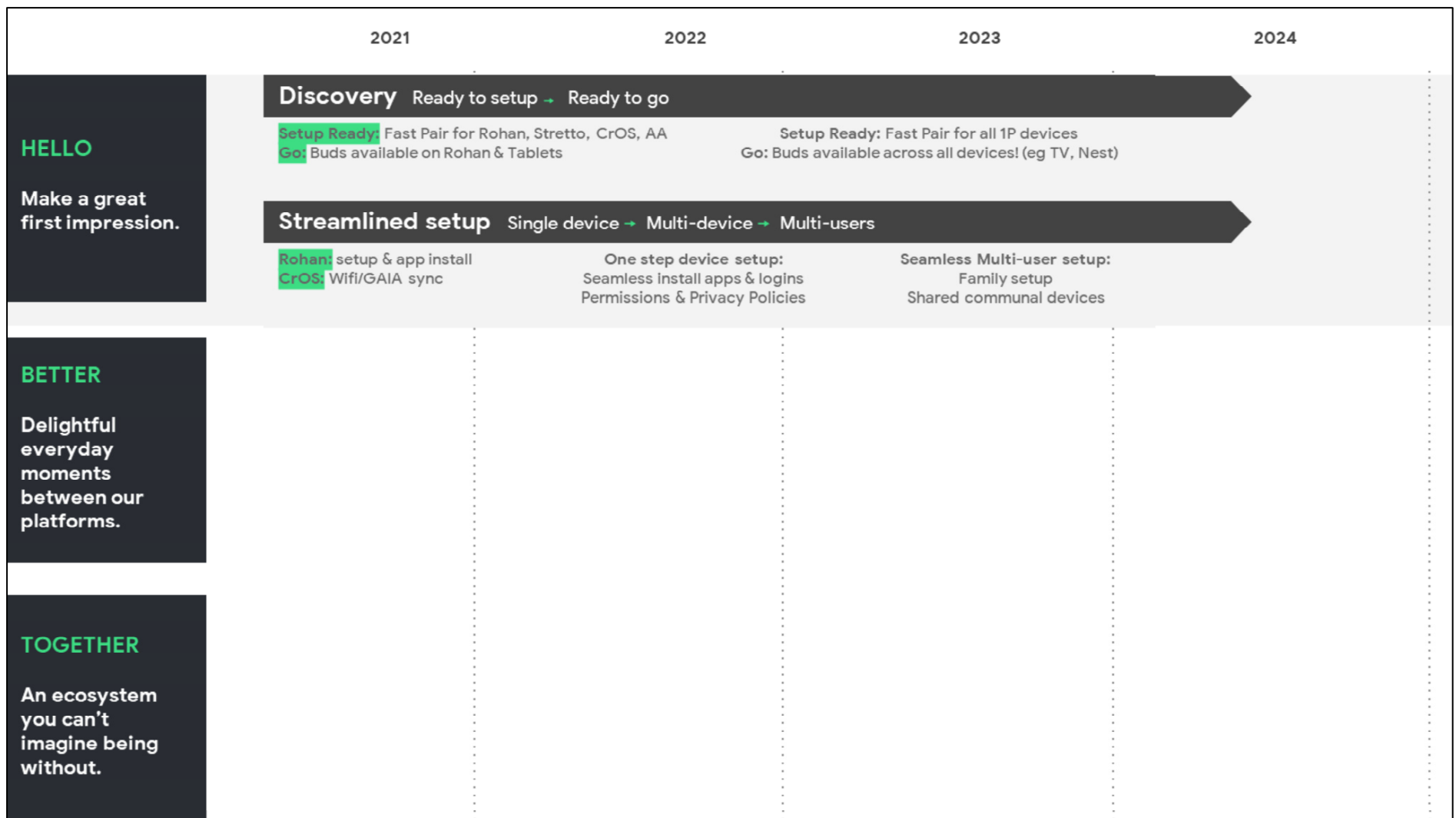
Here To There

Technical roadmap

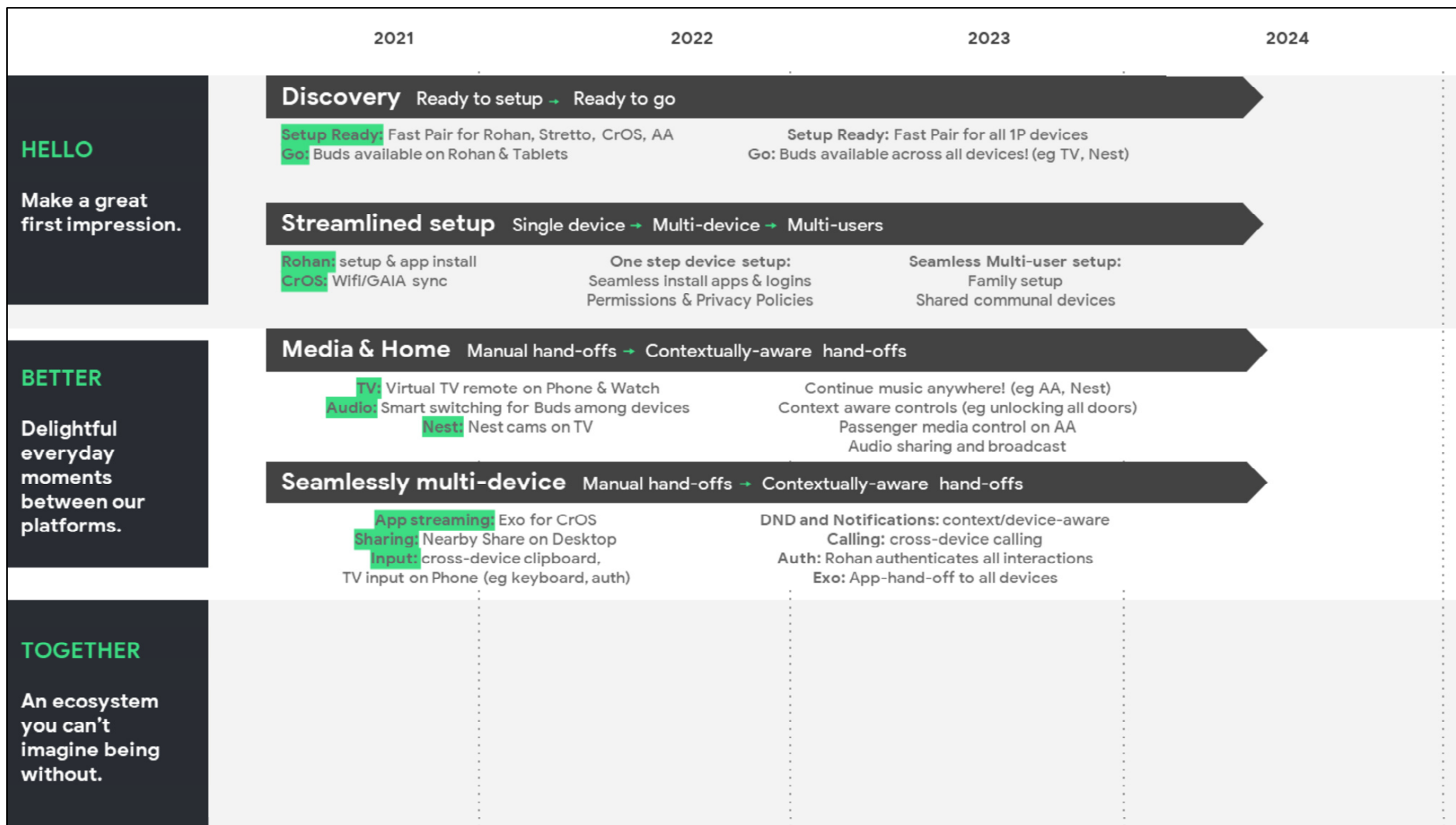
- An ecosystem you can't imagine being without.



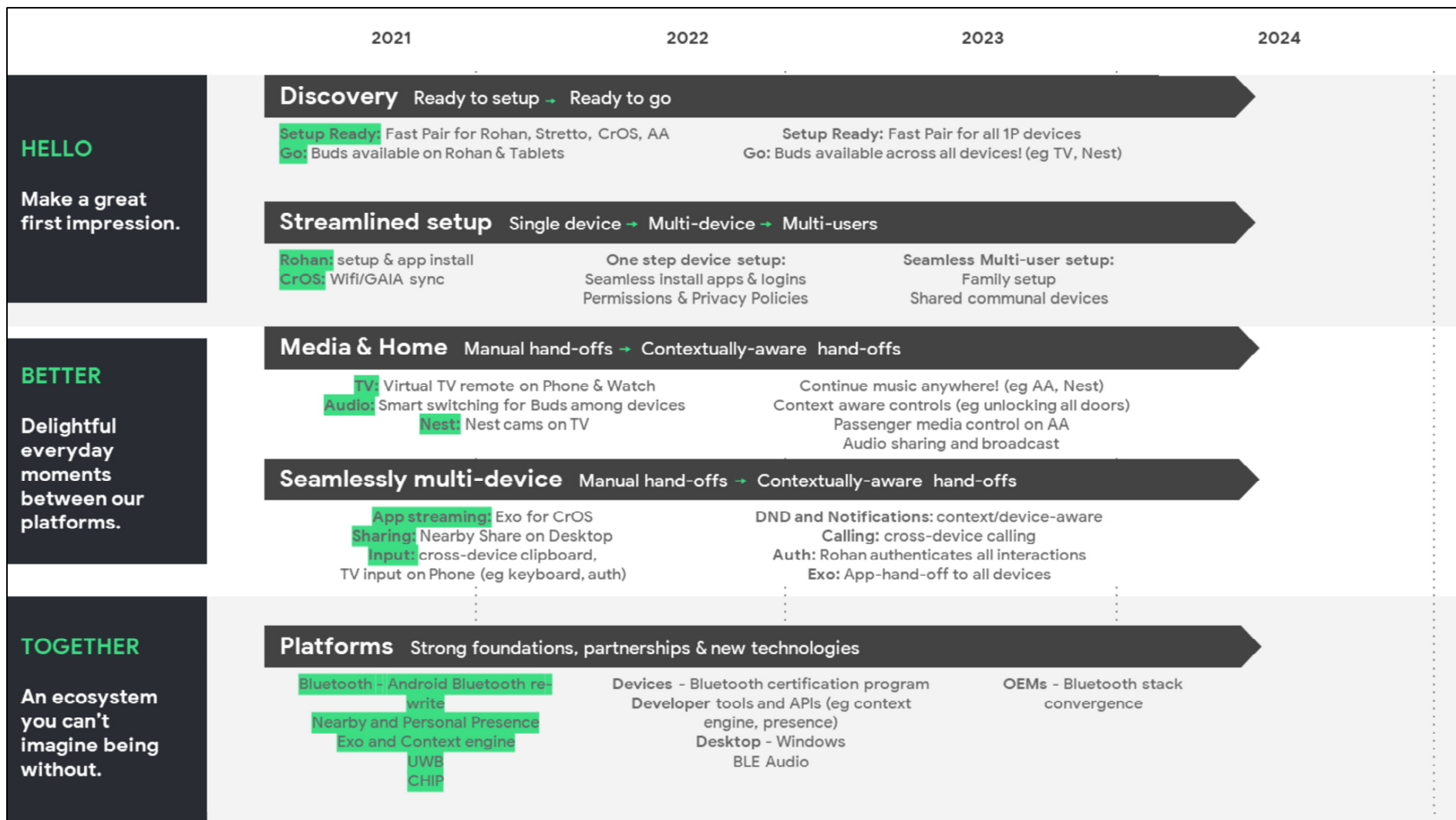
OK, so that's a nice strategy.
But how might we realize it?
What are the building blocks?



- There are a whole host of solutions we provided here, and we tried to organize it and see how we can build against this end goal and parallelize some of this investments in a way that each progression builds on one another
- This also helps to see what claims we can make along this journey based on the experience and hardware we enable.
- _____
- Reference: Seamlessly Multidevice - (from https://docs.google.com/presentation/d/1XYs9SwWwwNTj_rWRgHnb9rMvN4XN5e-JAP5OLUiE6js/edit#slide=id.g95af7c5369_0_509)



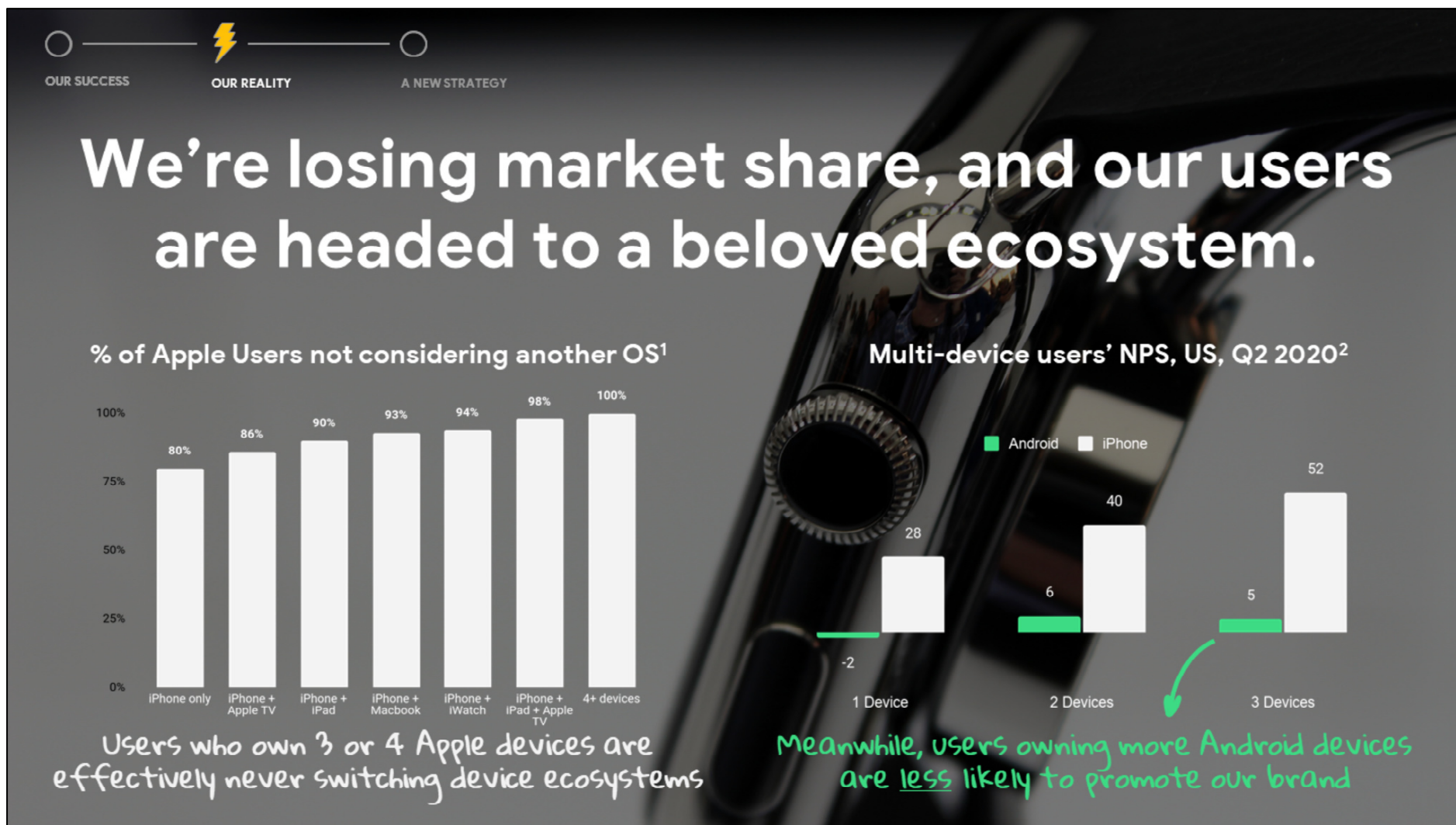
- There are a whole host of solutions we provided here, and we tried to organize it and see how we can build against this end goal and parallelize some of this investments in a way that each progression builds on one another
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- There are a whole host of solutions we provided here, and we tried to organize it and see how we can build against this end goal and parallelize some of this investments in a way that each progression builds on one another
- This also helps to see what claims we can make along this journey based on the experience and hardware we enable.
-
- Reference: Seamlessly Multidevice - (from https://docs.google.com/presentation/d/1XYs9SwWwwNTj_rWRgHnb9rMvN4XN5e-JAP5OLUiE6js/edit#slide=id.g95af7c5369_0_509)

Summary

- An ecosystem you can't imagine being without.



- Voiceover:
- We're losing users to Apple's beloved and sticky ecosystem, and the effects grow the more devices a user buys
- Over 95% of users who own 3 or more Apple device won't consider switching phone OSs
- While users owning multiple Android devices are actually less likely to promote the Android brand!
- Sources:
- Android Staples, 2019Q4 via Asymco, Cantar, Apple Public Reports - # of users not considering another OS for their next phone purchase
- Kantar, Q2 2020 - more Android devices owned means flat NPS

How might we turn this around?

What are the building blocks to start now?

What technologies we already have, can we build upon?

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- Voiceover:
- So how might we achieve Better Together?

1

Hello

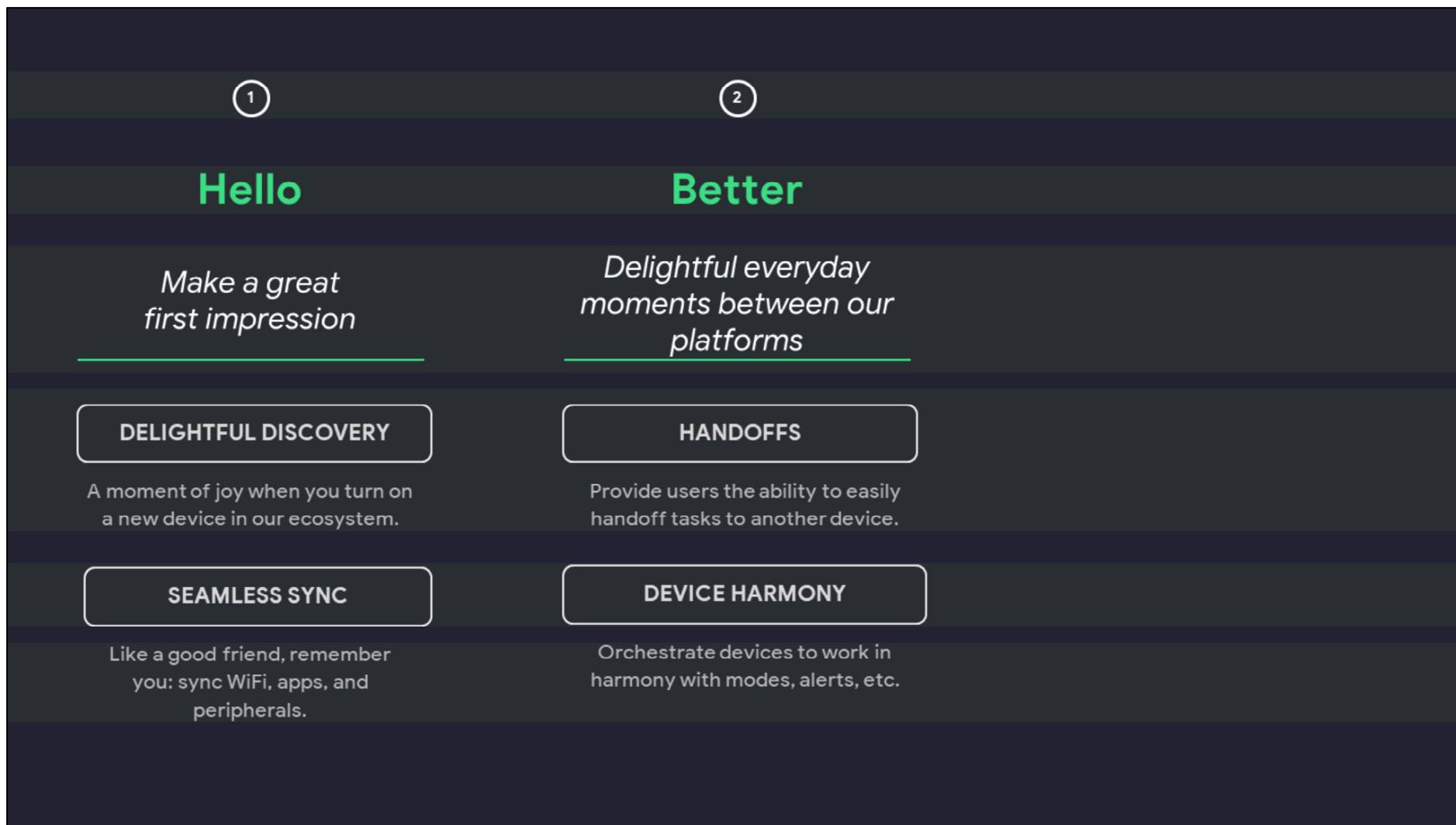
*Make a great
first impression*

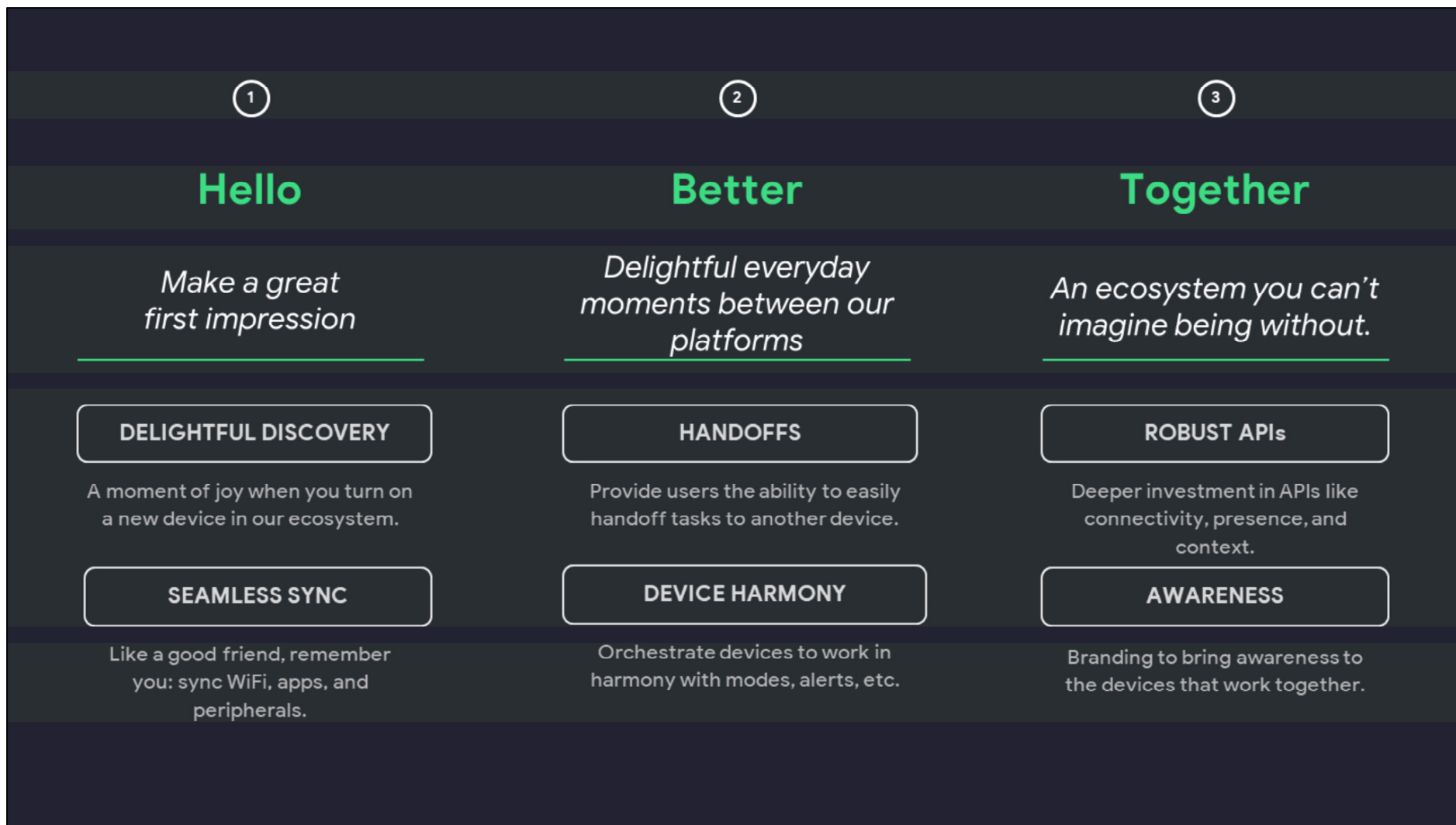
DELIGHTFUL DISCOVERY

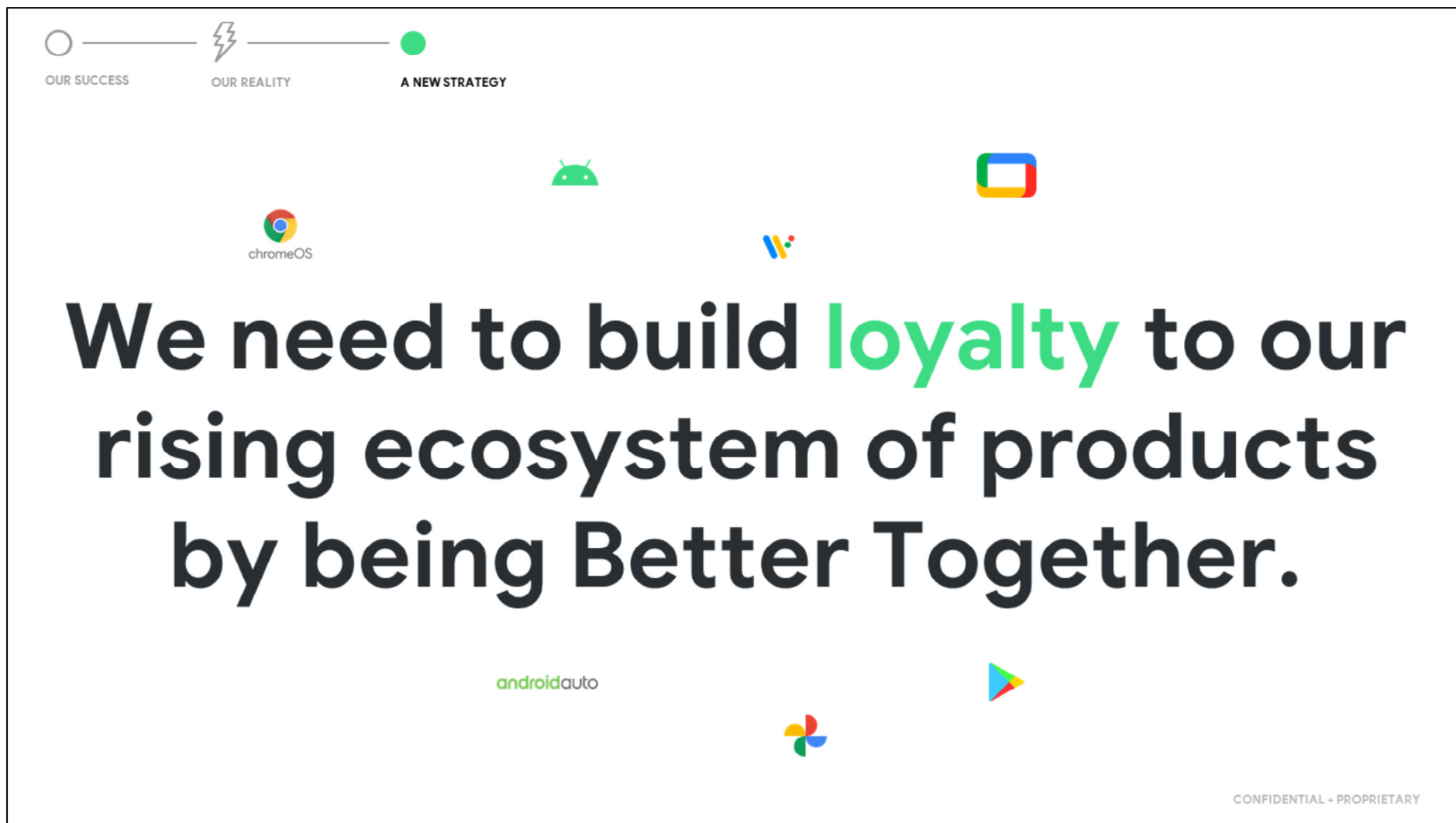
A moment of joy when you turn on
a new device in our ecosystem.

SEAMLESS SYNC

Like a good friend, remember
you: sync WiFi, apps, and
peripherals.







OUR SUCCESS — OUR REALITY — A NEW STRATEGY

chromeOS

We need to build **loyalty to our rising ecosystem of products by being Better Together.**

androidauto

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- Voiceover:
- Let's build user loyalty not just for point devices, but for our ecosystem



Thanks!

Next time

NOV 9

NOV 30

1 ✓

KICKOFF
Listening
Sessions

Listen to P&E stakeholders (in 1:1 sessions) or other subject matter experts to understand a multitude of perspectives to start.

2 ✓

FIRST DRAFT
Potential
Pillars

Present a possible high-level story and buckets of opportunity

3

FINAL
Final
Presentation

Present final product strategy with a variety of solutions that could be implemented in the short-term.

[go/p+e](https://p.e)